MANAGING STRATEGIC CHANGE

Course Focus

Carry out change initiatives that keep your organization productive and competitive in a dynamic environment. Assess your personal ability to facilitate change.

With emerging technologies and expanding global marketplaces, it is imperative that organizations become highly proficient in driving their change agenda. Whether diversifying, downsizing, merging, reorienting business, or developing new management structures, organizations must be able to effectively carry out change initiatives to remain productive and competitive.

In this course, participants learn to assess organizational readiness and their own ability to facilitate change. Working with a comprehensive organizational change scenario, this experiential exercise provides an opportunity for participants to learn by doing and to assess their own effectiveness in facilitating change.

Who Should Take this Course?

This course is fundamental for managers, supervisors, and team leaders in any organization who want to learn how to successfully initiate organizational or departmental change.

Course Benefits

After completing this course, participants will be able to evaluate an organization’s level of readiness and willingness to change and use techniques to bring it to an acceptable level, identify and minimize a manager’s frustrations in implementing change initiatives, develop and implement an effective methodology for carrying out a successful change initiative.

Pricing & Registration

The online course price is US$769. Register online at: hotelschool.cornell.edu/execonline
Course Topics

- Organizational change tactics and their correspondence to different stages of readiness or willingness to accept change.
- Stages of adoption of innovation: awareness, appraisal/trial, and adoption.
- Different reactions to organizational change and innovation on the part of innovators, early adopters, early majority, late majority, and resistors.
- Recognizing that creating change is part skill, part art, and part luck.
- Cultural aspects of organizations and their impact on change efforts.
- Frustrations managers experience in implementing change initiatives.

Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:

- Certificate in Strategic Leadership for the Hospitality Professional

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