

## DEALING WITH CHANGE

The only constant thing in the corporate landscape today is CHANGE. Knowledge is getting obsolete at an incredibly fast pace. Those who refuse to change will ultimately be changed! The challenges of globalization, competition, technology, human capital mobility, consumer orientation and many other pertinent issues in today's fast-paced economy demand that businesses change or die. Unfortunately, germane as change may be, few companies manage corporate transformations as well as they would like. This is largely because, sometimes in the euphoria of the change, the leaders are so enthralled with the destination that they do not sufficiently carry all parties involved along. Sometimes, even when the vision is clearly communicated, many of the fears and sense of loss of the people involved are not clearly addressed. Consequently, without deliberately meaning to, sabotaging issues continue to crop up and the leader/Manager spends more time fighting fires than actually leading the change. This course seeks to address the basic issues involved in establishing the need for change at both individual and corporate levels as well as the dynamics that drive the process.



**Time commitment: Two Days (9:00 am to 5:30 pm)**

**Event Date: 20<sup>th</sup> February 2008**

**Time:** 9.00am to 5.30pm

**Venue:** SineWave Consultancy, Office 402A, Falcon Gallery Building, Al Mina Road, Dubai.

**Price:** AED1500.00 per person  
**Contact Person:** Nazira

### Subjects Discussed include:

- Establishing Change as an inevitable part of personal and corporate existence
- How to anticipate change
- Appropriate responses to the change imperative.
- Change as a necessity rather than change for change's sake
- How to function well in the midst of change
- The characteristics of a transformational or change leader
- Understanding the necessity for change and the dynamics for managing the process
- Making change attractive and profitable to all concerned
- Avoiding the pitfalls that make change an undesirable development