STARBUCK™ & Associates

STARBUCK ACADEMY · GROW · PROGRAMME BROCHURE

Leading Change

Help your team through change, day to day

A practical programme for managers and team leaders who help their team through change, from the first announcement to the new way becoming normal. In ten video lessons you learn how to make sense of a change, explain it, involve people, work with resistance, keep the team steady and embed what is new.

- 10 video lessons of about 3 minutes
- 10 practical tools in a course workbook
- 12 months' access
- Certificate of completion
- **CPD accreditation in progress**

£149

per person, per year, VAT included. Annual subscription.

academy.starbuckassociates.com
/courses/leading-change/

ABOUT THE PROGRAMME

Why leading change makes a difference

Senior leaders may decide on a change, but most people make sense of it through their own manager. That puts you at the centre of whether a change settles well or drags on, often while you are adjusting to it yourself. Leading change well is not about having every answer. It rests on a few practical habits: getting clear yourself, explaining honestly, listening, keeping the team steady and following through, and this programme gives you a tool for each.

Who it is for

For managers and team leaders who have a change on the way or already under way, whether it is a new system, a restructure, a move or a new way of working. It suits new managers leading their first significant change and experienced managers who want a steadier, more practical approach.

What you will be able to do

By the end of the programme you will be able to:

01 Explain the difference between change and transition, and your role in both

02 Anticipate how each person may experience a change, using the change curve with care

03 Make sense of a change yourself and brief your team on the why, the what and what it means for them

04 Involve people, keep a concerns log and treat resistance as useful information

05 Keep performance and wellbeing steady and build momentum with small wins

06 Lead with integrity when you do not fully agree, and embed the change so it lasts

THE PROGRAMME

Ten lessons

Each lesson is a short video of about 3 minutes, with lesson notes, a practical tool and a workplace task so you can use it straight away. A five-question knowledge check closes every lesson.

01 **Your role in change**
The difference between change and transition, William Bridges' three phases, and why the manager matters most.

02 **How people experience change**
Common reactions, what people may be losing, and using the change curve as a guide rather than a rule.

03 **Making sense of it yourself first**
Noticing your own reaction, sorting facts from gaps and guesses, and taking your questions upwards.

04 **Explaining the why, what and so what**
Briefing your team on why the change is happening, what is changing and what it means for each person.

05 **Involving people and hearing concerns**
Being clear about what is open, listening properly to concerns and closing the loop with a concerns log.

06 **Resistance as information**
Recognising loud and quiet resistance, the reasons behind it, and how to hold a curious, private conversation.

07 **Keeping performance and wellbeing steady**
Planning for the dip, agreeing priorities, making extra workload visible and noticing who is struggling.

08 **Small wins, momentum and adjusting**
Using small wins, regular reviews and a willingness to adjust the plan to keep the change moving.

09 **When you do not fully agree**
Raising concerns upwards well and leading a decided change with integrity, without pretending or undermining.

10 **Embedding the change and learning**
Making the new way stick, marking the new beginning, learning from the change and writing your change leadership plan.

WHAT YOU GET

What is included

- Ten short video lessons you can watch on any device
- Lesson notes, workbook pages and a practical tool for every lesson
- The full Leading Change workbook to download once you have enrolled
- A five-question knowledge check at the end of each lesson
- A Starbuck & Associates certificate of completion showing 6 estimated learning hours
- 12 months' access, so you can work at your own pace

How your learning time adds up

Your 6 estimated learning hours are made up across ten lessons of about 36 minutes each:

- Watching the ten short lesson videos: about 30 minutes (about 3 minutes each)
- Reading the lesson notes and workbook pages: about 1 hour 40 minutes (10 minutes each)
- Working through the practical tool for each lesson: about 1 hour 40 minutes (10 minutes each)
- Planning and carrying out each workplace task: about 1 hour 40 minutes (10 minutes each)
- Completing the five-question knowledge check after each lesson: about 30 minutes (3 minutes each)

Total: 6 estimated learning hours. The pass mark for each knowledge check is 80% and you can retake it as many times as you need.

Who designed it

Designed by ICF credentialed coaches at Starbuck & Associates, led by Paul Starbuck, our Founder and CEO and an ICF Master Certified Coach (MCC). Every lesson draws on our coaching and leadership development work with organisations in the UK, Europe and internationally.

For teams and organisations

Buying for a group of managers? We can set this programme up for your whole team, on its own or as part of a wider academy for your organisation. Email academy@starbuckassociates.com and we will put a proposal together.

ENROL TODAY

£149 per person, per year inc. VAT

Enrol online and start lesson one straight away. Every programme carries our 14 day money back guarantee.

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