



Lesson 1 - Overview

- ❖ The Practitioners Masterclass has been created specifically for the non-expert manager or director. In summary, it has been created:
 - To educate you and challenge you to ask the right questions
 - To stimulate you and provoke your thought processes
 - To facilitate discussions with colleagues [up and down the line]
 - To challenge prevailing assumptions
 - To show the relative strengths and weaknesses of popular change models
 - To help you articulate sensitive issues
 - To enable you to health check your own plans for a change initiative
 - To provide tools and processes to deal with all the messy stuff
- ❖ It takes a holistic view of the key areas that need to be addressed for a successful change initiative – and shows you how to put all this into practise.
- ❖ It includes some of the proven existing material, pulls it all together along with some of my own original material that "plug the gaps" in existing models and approaches. I would estimate that approximately 50% of the material in Practitioners Masterclass is my own original material.
- ❖ Structure and format: The material is presented in 5 modules (within an overall 8 lessons - if taken in lesson format):
 1. Leadership priorities and leadership qualities
 2. Strategic planning and cultural analysis
 3. Change models and methods
 4. Programme level implementation
 5. Task level implementation

- ❖ The broad structure of the material in each module is that it is presented with an executive summary followed by a high level view of key concepts and, where appropriate, suggestions for practical application and personal action, links to and suggestions for additional material for further study.
- ❖ There is also a section at the end of the document comprising key point summaries, in bullet point note form, for each module.
- ❖ The style and nature of the presentation of the material in each module varies as the material progresses through the modules, and becomes more “instructional” and less “discussion based” in the application of the cultural analysis, programme level implementation and task level implementation.
- ❖ This is definitely not a theoretical document and it is not an academic essay or thesis, rather it is pragmatic and practical document that can be, and needs to be, applied and implemented.
- ❖ It is recommended that you do not attempt to read and absorb the material in Practitioners Masterclass in one reading. You won't – there is just too much to take in!
- ❖ This is a working document to be read and discussed with colleagues and, most importantly, it is to be put into practise.

You will be shown what to ask and how to act NOW - for immediate results - rapid results can be key to your survival and success.

<http://www.strategies-for-managing-change.com/practitioners-masterclass.html>
