



# CHANGE MANAGEMENT SIMULATION

## POWER AND INFLUENCE

TAKE THE CHALLENGE | PRACTISE YOUR SKILLS | LEAD THE CHANGE

**Thursday, 1 March 2018**  
5 Figtree Drive, Sydney Olympic Park

**\$695\*** with Special Early Bird Offer  
– register **by 23 February 2018**



**S P Jain**  
School of Global  
Management

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# WILL YOU BE AN AGENT OF EFFECTIVE CHANGE MANAGEMENT?

The Harvard Change Management Business Simulation – Power and Influence, is the ultimate simulation ‘workshop’ offering immersive change management education via a practical real-world application.

## MORE THAN A WORKSHOP

What makes this simulation-led, practise-makes-perfect approach unique? The short answer is ‘everything’. The long answer is that you will experience the process and solve the challenges of organisational change management as you interact with one of Australia’s leading Change Management Consultants, Lyndal Hughes, on this virtual business journey.

With 25 years’ experience implementing effective transformation and leadership strategies, Lyndal facilitates a learning opportunity like no traditional workshop you have ever attended.

You will test your skills in the Harvard Change Management Business simulation – Power and Influence. Lyndal will facilitate you through this comprehensive simulation, where you will try to introduce a major sustainability initiative and influence people throughout the organisation to support this vital project. Following this Lyndal will debrief you and share her insights into the key success factors of a successful change management process.

## THE STORY

Executives play the role of one of two “change agents” – either a CEO or Director of Product Innovation – at a sunglasses manufacturing firm. Throughout this realistic business world scenario, executives face the challenges associated with implementing an organisation-wide environmental sustainability initiative.

In each round of play, executives choose among up to 18 change levers while attempting to move the organisation’s management team along a four-step pathway of change awareness, interest, trial, and adoption. Executives are assessed on their ability to establish credibility and achieve the greatest percentage of adopters within the organisation.



**DATE:** THURSDAY, 1 MARCH 2018  
9:00AM



**DURATION:** HALF DAY



5 FIGTREE DRIVE  
SYDNEY OLYMPIC PARK



**COST:** \$895\*



**\$695\*** WHEN YOU REGISTER BY  
23 FEBRUARY 2018  
THAT’S A **SAVING OF \$200!** \*(excl GST)

## LEARNING OUTCOMES

- Understand the four stages of change management:
  - Change awareness
  - Interest
  - Trial
  - Adoption
- Experiment with different strategies for effective change management.

### CHANGE MANAGEMENT SIMULATION POWER AND INFLUENCE



### IMPLEMENT AN ORGANISATION-WIDE ENVIRONMENTAL SUSTAINABILITY INITIATIVE



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## YOUR FACILITATOR - LYNDAL HUGHES

Lyndal has 25 years' experience in implementing effective transformation and leadership strategies in Australia, New Zealand, the UK and the USA. As a former London-based Accenture Executive, Lyndal's goal has always been to provide rigorous, evidence-based, and practical tools and approaches to deliver change in a way that achieves resilience, high performance and positive workplaces.



Most recently Lyndal was the Head of Culture and Change for Woolworths Food Group. Prior to this, she was the Director and Head of Culture and Change Practice within Third Horizon management consultancy, with a focus on integrating design thinking principles using organisational psychology, in order to assess and deliver breakthrough change.

# WHY SIMULATIONS?



A fun, innovative and highly effective action learning tool



Provides deeper understanding and higher retention of knowledge



Better prepares executives for real life situations – “been there, done that”

## PRACTICE ON THE JOB IS AN EFFECTIVE WAY TO LEARN

### AVERAGE RETENTION RATES

