

Cavalcare il cambiamento organizzativo e di business

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Il successo di un'impresa oggi dipende in larga misura dalla sua capacità di **cambiamento organizzativo** e dall'abilità di

adattarsi rapidamente alle innovazioni del mercato. In un contesto caratterizzato da trasformazioni continue – tecnologiche, economiche e sociali – ciò che ieri rappresentava un punto di forza può diventare rapidamente superato. Per questo motivo le aziende sono chiamate a rinnovare procedure, processi e modelli di gestione, sviluppando al proprio interno una cultura aperta alla trasformazione. Tuttavia, il cambiamento non è mai un processo semplice: la naturale resistenza delle persone a modificare abitudini consolidate rappresenta spesso uno degli ostacoli principali alla crescita e può generare conflitti o rallentamenti significativi.

I manager e i responsabili di team hanno quindi un ruolo cruciale: devono saper gestire e guidare il cambiamento con metodo, visione e capacità comunicative. Non si tratta solo di introdurre nuove tecnologie o procedure operative, ma di favorire un'evoluzione più ampia che riguarda anche i comportamenti, i valori e la cultura aziendale. Perché ciò avvenga, è fondamentale che i collaboratori comprendano il senso delle trasformazioni in atto e siano coinvolti attivamente nel percorso, riducendo così le resistenze e aumentando il livello di partecipazione.

Il corso proposto ha proprio l'obiettivo di fornire strumenti e competenze per affrontare in modo efficace i processi di cambiamento. Attraverso un approccio pratico e interattivo, i partecipanti impareranno a pianificare con attenzione ogni fase del percorso, a comunicare con chiarezza obiettivi e benefici, a motivare le persone e a trasformare eventuali ostacoli in opportunità di crescita. Verranno affrontate metodologie e casi concreti che consentiranno di tradurre i principi teorici in azioni immediate e misurabili.

Guidare il cambiamento significa non subirlo, ma trasformarlo in una leva di innovazione e competitività. Questo percorso formativo aiuta imprese e professionisti a sviluppare la resilienza necessaria per affrontare con successo le sfide di

un mercato in costante evoluzione.

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Manager

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Manager e Team Leader che vogliano approcciare un percorso di cambiamento organizzativo attuando l'engagement a tutti i livelli aziendali.

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Identificare i principali elementi che facilitano o ostacolano un piano di cambiamento organizzativo

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Conoscere l'impatto del cambiamento organizzativo sulle persone

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Saper gestire le resistenze al cambiamento

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Confrontarsi in maniera costruttiva con il conflitto generato dal cambiamento organizzativo

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Metodologia

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People S.p.A. utilizza una metodologia formativa dalla forte connotazione pratica volta alla sperimentazione attiva di quanto appreso.

A momenti di lezione dialogica verranno affiancate esercitazioni pratiche quali autodiagnosi, casi di studio, role play e simulazioni guidate al fine di verificare l'apprendimento dei nuovi concetti e delle nuove abilità e l'applicazione concreta ad autocasi che verranno condivisi in plenaria al fine di trovare assieme una soluzione alla luce dei nuovi strumenti appresi.

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Tipi di cambiamento

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Differenze tra cambiamento organizzativo e cambiamento personale

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Resistenze al cambiamento: abitudini, preconcezioni, ostacoli

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L'impatto del cambiamento su prestazioni e motivazione

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Il progetto di cambiamento organizzativo

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Come governare il cambiamento

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Sviluppare vision per combattere le resistenze

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Come prevenire i conflitti

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Come facilitare il cambiamento

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