Welcome to ASTD's Change Management Certificate Program

❑ Program Learning Objectives

By the end of this certificate program you will be able to:

- Understand change management theories and approaches, such as systems thinking, chaos and complexity theory, appreciative inquiry, and action research.
- Collect and analyze data to provide feedback that helps clients clarify outcomes, establish realistic expectations, and identify boundaries.
- Design a strategic plan for change that minimizes its impact on people and maximizes their buy-in.
- Develop communication plans that raise awareness, build commitment, and ensure understanding.
- Manage consequences such as conflict, resistance, negativity, and complacency.

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