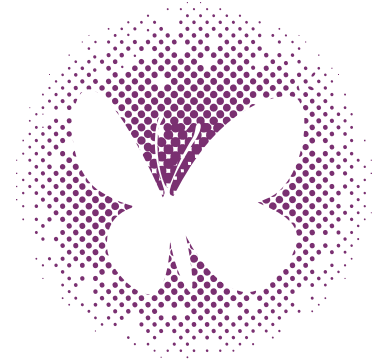


# Client Case Study:



## Online Certification in Change Management

The Cultural Change Company was invited by Adam Smith Business School of University of Glasgow to lead on the design of content for an online Change Management Certified course <https://www.futurelearn.com/microcredentials/change-management>. This included developing key subject matter, online lectures, exercises, discussion topics, case studies, and numerous study articles.

Working alongside the academic team at Adam Smith Business school our principal change partner Dr David Potter formed an integral part of the teaching team for the delivery of the course.

The course was developed for line managers involved in leading change in their organisations as well as for postgraduates from seeking to develop their skills sets and to secure change management positions.

The course was built around change management skills such as:

- **Coaching**
- **Leadership**
- **Change management models**
- **Intervention strategy**
- **Business Process Re-engineering**
- **Cultural Change**
- **Organisational development strategies**
- **Mapping and diagramming change**

This dynamic course can also be used as a pathway course into one of the many industries where effective change management is necessary, including engineering, health care, management, tourism and the care sector and emergency sectors. Students will learn how to build the mindset of a conscious change leader and be introduced to cutting edge change management ideas and methodologies.

The broad aim of this programme was to establish firm change management skills that participants could apply productively to the challenges facing their employers to build organisations with change management competencies that are fit for purpose.