

Change Leadership and Organizational Adoption Programme

Lead Change. Influence People. Sustain Adoption

A practical 2-day professional development programme designed to equip managers, team leaders, supervisors, project teams and transformation personnel with the skills to support workplace change, influence stakeholders and drive meaningful adoption.

Leading to the Certified Change Agent Award

Issued by Change Beacon, Singapore

This programme prepares participants to understand, support and apply effective change practices within their teams and departments. Participants will also have the opportunity to sit for the Certified Change Agent examination at the end of the programme.



Programme Highlights

- | 2-Day Intensive Programme
- | Practical Change Agent Capability Development
- | Leadership Without Formal Authority
- | Communication and Stakeholder Engagement
- | Resistance Management and Adoption Support
- | BEACON Framework Application
- | Final Examination at the End of Day 2
- | Certified Change Agent Award by Change Beacon, Singapore

Why This Programme Matters



Organizations today are constantly implementing new systems, processes, structures, technologies and ways of working. However, successful implementation does not automatically lead to successful adoption.

Many change initiatives fail to achieve their intended value because employees do not fully understand the change, accept the new expectations, or consistently apply the new way of working.

This is where effective Change Agents become essential. A Change Agent operates close to the team and helps bridge the gap between organizational strategy and day-to-day adoption. They help colleagues understand what is changing, why it matters, what is expected, and how to move forward with confidence.

The Role of a Change Agent

A Change Agent helps organizations:

- Increase awareness and understanding of change
- Build commitment and readiness among impacted teams
- Communicate change clearly and consistently
- Identify resistance and adoption barriers early
- Support colleagues through uncertainty
- Reinforce new behaviours and ways of working
- Provide feedback from the operational environment
- Sustain change beyond implementation

Programme Purpose

The Change Leadership and Organizational Adoption

Programme is designed to develop practical workplace change capability. It equips participants with the tools, techniques and behaviours required to influence people, communicate effectively, manage resistance and sustain adoption within their teams.

The programme also provides participants with the opportunity to sit for the Certified Change Agent examination by Change Beacon, Singapore.

What Participants Will Learn

This programme is structured around the practical competencies required of an effective Change Agent. Participants will learn how to support change not only as a concept, but as a real workplace practice.

Key Learning Areas

1 | Understanding Change and the Change Agent Role

Participants will understand the nature of organizational change, the difference between implementation and adoption, and the importance of the Change Agent in enabling successful transformation.

Topics include:

- Current state, transition state and future state
- Implementation versus adoption
- Role and responsibilities of a Change Agent
- Change Agent versus Change Manager
- Ethics, boundaries and confidentiality
- Change Agent lifecycle overview

2 | Leading Without Formal Authority

Participants will learn how to influence others even when they do not have direct positional authority.

Topics include:

- Leadership through influence
- Stakeholder motivation and engagement
- WIIFM: What's In It For Me
- Building credibility and trust
- Emotional intelligence during change
- Mentoring and peer support
- Managing conflict during change

3 | Communicating Change Effectively

Participants will learn how to communicate change clearly, reduce uncertainty and build shared understanding across impacted groups.

Topics include:

- Communicating the purpose and impact of change
- Breaking down complex change messages
- Addressing confusion and misunderstanding
- Adapting communication styles
- Stakeholder collaboration
- Giving and receiving feedback
- Using feedback loops to identify adoption risks

4 | Applying Change Management Practices

Participants will learn how to assess readiness, identify resistance, remove barriers and support adoption at the workplace level.

Topics include:

- Local readiness diagnosis
- Stakeholder analysis
- Resistance signals and triggers
- Managing adoption barriers
- Issue logs and escalation pathways
- Small wins and reinforcement
- Knowledge transfer and formal closure

5 | Using the BEACON Framework

Participants will be introduced to the BEACON framework as a practical operating model for the Change Agent role.

BEACON stands for:

- Bridge
- Educate
- Advocate
- Communicate
- Observe & Overcome
- Nurture

Through BEACON, participants will learn how to translate change intent into practical action, support colleagues, manage resistance and reinforce adoption.

Programme Structure

Duration

2 Days / 14 Training Hours

The programme is designed as a compressed and practical 2-day format for working professionals. The final hour of Day 2 is allocated for the Certified Change Agent examination.

Day 1 |

Foundation, Leadership, Trust and Communication

Participants will build a strong foundation in change leadership and the role of the Change Agent.

Key modules include:

- Introduction to Organizational Change and the Change Agent Role
- Change Models, Lifecycle and BEACON Overview
- Leading Without Formal Authority
- Trust, Authenticity, Mentoring and Conflict Management
- Communication for Shared Understanding
- Adaptive Communication, Stakeholder Collaboration and Feedback
- Day 1 Review and Examination Practice

Day 2 |

Change Management Application, BEACON Execution and Examination

Participants will focus on practical change management application, stakeholder diagnosis, resistance handling, adoption support and exam readiness.

Key modules include:

- Local Readiness, Stakeholder Diagnosis and Peer Action Planning
- Executing the Plan with BEACON
- Managing Resistance, Obstacles and Impediments
- Sustaining Adoption, Knowledge Transfer and Formal Closure
- Certified Change Agent Examination Preparation
- Certified Change Agent Examination

Who Should Attend

- Managers
- Team Leaders
- Supervisors
- Project Team Members
- Transformation Team Members
- HR and Organizational Development Personnel
- Business Representatives
- Subject Matter Experts
- Operational Staff Appointed as Change Agents
- Employees involved in system, process, technology, cultural or organizational change

Learning Outcomes

At the end of the programme, participants will be able to:

- Explain the role and value of a Change Agent
- Apply leadership without formal authority
- Build trust and psychological safety during change
- Communicate change clearly to impacted groups
- Diagnose readiness, resistance and adoption barriers
- Apply BEACON tactics to support implementation
- Sustain adoption through reinforcement and closure
- Prepare for the Certified Change Agent examination

Certification Pathway

Participants will have the opportunity to sit for the Certified Change Agent examination at the end of the programme.

Successful candidates will receive the:

***Certified Change Agent Award
Issued by Change Beacon, Singapore***

Why Attend

This programme helps participants become more confident and effective in supporting workplace change. It strengthens their ability to influence people, communicate with clarity, manage resistance and help organizations achieve meaningful adoption from change initiatives.

**Change is not complete
when it is implemented.**

**Change is complete when
it is adopted, sustained
and lived by the people.**

Programme Fee

Published Fee

RM3,900 / participant

Group Corporate Rate

RM2,800 / participant*

*Applicable for registration of 10 participants and above

Fee Includes

- 2-day intensive training programme
- Certified Change Agent examination
- Certificate issuance upon successful completion



This programme is HRDC claimable
subject to employer eligibility and HRDC approval.

BE CRUX.

Register Now



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