



# DRIVING CHANGE

*How to get traction on your change initiative ?*

## Master Class or Elective Course

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### Having trouble getting traction on your change initiative?

The 2 or 3 days course seeks to **equip future leader with practical tools** and a framework necessary to **drive a change project** in a team, business unit or company.

The course examines the importance of change as well as its principles and the barriers and studies leadership and motivation theories related to change. Topics covered include **decision making, influence, persuasion** and **conflict management**.

**Applied exercises** related to driving change processes that require decision-making against deadlines are an essential part of the learning process. In practicing their leadership skills, participants will examine and experience risks, opportunities and the complexity inherent in change leadership.

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### Who should attend?

Professionals and managers who are (or will be) driving change projects in their organization, business unit or team.

### Course objectives

The course in Driving Change will equip participants with a clear understanding and concrete tools to assume leadership in moments of rapid change or turnaround situations. Participants will practice these tools in practical situations and team exercises. The course will cover:

- Dealing with limited or insufficient information.
- Recognizing behavioral patterns related to change.
- Aligning and orienting others towards new objectives.
- Implementing tough decisions with integrity.
- Dealing with conflict and tension.

### Benefits and Learning Outcomes

What will participants learn?

- Understand the fundamentals and benefits of change
- Identify and evaluate the obstacles and barriers to change
- Which tools to use to drive change?
- How to use leadership skills in a change process
- Prepare to lead a change project by reproducing a change plan.

Participants will apply new insights through teamwork and interactive learning. They will walk away with skills that they can apply to their job the next day.

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### Duration & Format

Two or three days; with pre and post course assignments. Experiential course style; highly practical and inspirational; Lecture, Discussion, Teamwork, Role play.

### Facilitator

**Christopher H. Cordey**, Strategist. Inspirer. Facilitator.



Cordey has over 22 years of experience in the FMCG, Luxury goods and beauty industries, having held key management positions for Philip Morris, Clarins Group, Richemont Group, Movado Watch Group, and FJD Swiss Jewellery K.K. (Japan). He worked in Western, Central and Eastern Europe, Central Asia and Asia-Pacific. In his last position as a Business Development Director for Clarins, Cordey was responsible for an annual retail budget of 50 million Euros and a team of 40.

Sharped eyes, ears and synapses. At the crossroads of #Singularity #Gamification #Luxury #Education and #Sustainability. Baby-Boom-Globe-Trotter. Rulebreaker, Catalyst, Change Agent, Unconventional, Pragmatic & Results driven. His mission is to acquaint progressive human being to development that are genuinely new & of real significance. Cordey currently teaches "Change Management" and "Ethics & Sustainability in business" at Business School Lausanne (Switzerland) and abroad. He is founding Director of the Sustainable Luxury Forum. A Swiss citizen, Cordey holds a Master's of Science in Management from HEC Lausanne (Switzerland), a Diploma in Sports and Sociology, a Business Diploma from the Asian Institute of Management – AIM (Philippines) and a Diploma on Corporate Social Responsibility from Geneva University (Switzerland).

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### Participants/Sponsor feedback

“We would like to thank you very much for your excellent presentation on mega trends in our DBA program module held in Zurich. Due to all your effort the program was real success” December 2010 **DBA Program Academic Director - Leading Graduate Business School - Ukraine**

“Excellent module on Leading Change. Our participants were very much impressed with your classes. We would like you to come back” – March 2010  
**DBA Program Academic Director - Leading Graduate Business School - Ukraine**

“Thank your Mr Stretch” – **Former MBA student @ Business School Lausanne.**

“Those past 2.5 days was great experience for me. I was able to recall the things I learned (or somehow experienced) before. Few things were also totally new for me, like: traditional change curve, "yin and yang" of change management and features of a great vision. Special thanks go to Christopher. Chris, that was a very good performance >>> congratulation”

**Participant - Project Manager – Mobility industry - Switzerland**

“Christopher has provided me with two inspiring days on the topic "Management of Change" He is able to change your mind set from rigid thinking to open, out of the box thinking by asking simple open questions, this without the idea that I worked hard. He is a great facilitator for open discussions and it is a joy to be part of those open discussions. He has a great experience in the International business environment and he is able to share that knowledge in an enthusiastic and highly energetic manner. I am looking forward for a new possibility in a Master class with him in the future”

**Participant - Owner Financial Company – Netherlands**

“I had the pleasure experiencing Christopher as professor of the Executive MBA master class on change management and leadership. A real inspiring facilitator!”

**Participant - Entrepreneur Financial Services – Netherlands**

“Christopher was a professor with whom I really enjoyed studying. His teaching style of integrating the students into "practical" exercises and his ability to create a very dynamic learning atmosphere made the class very interesting to follow and very valuable in terms of knowledge learnt. On top of that his way of bringing personal illustrations to the topics taught enabled everyone to link directly what was being learnt to "real-life" example?”

**Participant - Director of operations – Healthcare sector - Switzerland**

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