

*Presents*

## **One Day Workshop**

# Change Management



### **For Registration**

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✉ [mma@mmachennai.org](mailto:mma@mmachennai.org)

🌐 [www.mmachennai.org](http://www.mmachennai.org)

### **Facilitator:**

**Mr. M. CHIDAMBARAM,**

International Corporate trainer & Success Coach &

General Secretary, Exnora International.

**Venue: MMA Management Center**

**Date: 22 November 2023**

**Time: 09.45 am to 05.15 pm**

# BRIEF OVERVIEW

- Global markets have been in a state of continuous change and more so during the new normal. As lives of people change drastically , so do the expectations and demands of customers. Organisations that have failed to keep pace with the rapidly changing technologies, consumer demands and effective business practices lose the competitive edge and are shown the door. The survivors are those who adapt to these changes and the winners are those who drive the change in the market.
- Change management drives the successful adoption and usage of change management within the business. It allows the management and the employees to understand, comit to shift and work effectively in the changed atmosphere . Developing a structural approach in the methods to implement change management is the only option to mitigate disruption and ensure a smoothe, successful transition to increased productivity and profitability.

# Workshop Content

- Significance of Change Management
- The hard side of change management
- Overcoming resistance to change management
- Shift in customer behaviour in new normal
- 10 principles of change management
- 9 steps for change management
- 8 key skills for change management practitioners
- 7 R's of change management
- 6 types of change management
- 5 popular change management models
- 4 successful real examples of change management in business

# For Whom:

- Managers
- Executives
- Team Leaders
- Supervisors
- Entrepreneurs
- HOD 's
- Professionals
- Business owners
- Sales personnel
- Employees across different functions
- Trainers/ Speakers/ Coaches /Consultants/Mentors

# KEY TAKEAWAYS:

- Understand the significance of change and change management
- Handling issues in change management
- Principles of change management
- Critical skills of change management practitioners
- Types of change management
- Popular change management models
- Real examples of successful change management in business

# Facilitator Profile: Mr. M Chidambaram

CEO of KAVERI ACADEMY OF CREATIVE EXCELLENCE and General secretary of Exnora International. Excel graduate And Prime graduate in soft skills JCI university, U.S.A. Certified National Trainer, area and state trainer in soft skills of JCI India. Empanelled Coach for NLC / TNEB / CVRDE / ICAI / Anna Institute of Management / Forest department / Tamilnadu slum clearance board / Jci India / Punch gurukulam. Has conducted more than 6650 training programmes in the last 33 years inspiring over 2 lakh people - Conducted several leadership and train the trainer seminars for Rotary International. Lions International, Jaycees International to name a few. , Has won the most outstanding trainer of India award of Jci India. Served with distinction as National director of training of Jci India, besides serving as its National executive vice. He was the Editor of their National magazine Challenge. Written 3 books besides writing a series of 29 articles for a periodical. Contributed several articles on various topics for various magazines. 27 of his programmes have been telecast in DD and various TV channels More than 100 programmes have been broadcast in A.I.R. and several FM radios. His interviews on several key issues have been featured in many magazines and newspapers. He has anchored, moderated and compered several public functions where the Governor of Tamilnadu, Chief Minister, several Central and state, Ministers were the chief guests. winner of the world's best trainer award and Life time achievement award for Training.

## Fee :

MMA Member Fee : (₹1950/- plus + 18% GST)

## Registration :

We request you to mail the list of participants to [mma@mmachennai.org](mailto:mma@mmachennai.org)

*\*Please await our confirmation and payment advice.*

For more details and clarifications (if any), please feel free to contact :

- Vinoth- 6374603433
- Gp Capt R Venkataraman (Retd) - 9444700068

Thanks & Regards,

**Gp Capt R Vijayakumar (Retd), VSM**

Executive Director,

Madras Management Association,

New No 240, Pathari Road (Off Anna Salai)

Chennai - 600006



## MMA Social Media :



# About MMA

Madras Management Association (MMA) was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country. The vision of MMA is “To be the Fountainhead of Worldclass Management Excellence in India”.

Over the past six decades, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices. MMA has contributed immensely to the enhancement of management capability in this part of the country and in particular Tamil Nadu and Puducherry. MMA has over 8000 corporate houses, industries, professionals, academics, and executives on its rolls as members. MMA annually organizes about 750 executive development activities, including seminars for top management with a total participation of fifty-nine thousand executives and entrepreneurs.

MMA is the largest affiliate association of the All India Management Association (AIMA) in the country and has been adjudged as the Best Management Association in India by AIMA fourteen times in a row including the year 2022-23.

The activities of MMA are planned to achieve managerial excellence in the functioning of industries and professional managers in Tamil Nadu and Puducherry. In this direction, MMA chapters have been established at various towns in Tamil Nadu mainly to cater to the needs of SMEs. Nine such MMA Local Chapters at Ambur, Attur, Erode, Hosur, Namakkal, Salem, Sri City, Trichy, and Puducherry are functioning effectively.

Apart from corporate leaders, MMA has, in its Managing Committee, the Vice-Chancellors of Madras University & Anna University, the Directors of IIT Madras, IFMR, and the Chief Secretary, Government of Tamil Nadu, as members.