

Effective Change Management Coaching

We are currently seeing a rapid change in the global business community. Whole industries are undergoing a process of restructuring and increasing competition, forcing companies and organisations to deliver better results, with fewer resources. This, of course, puts a great strain on the organisations capability to manage change effectively.

Experience shows though that most change projects fail in delivering the expected outcomes. Further, the time for implementation is dragged out as well.

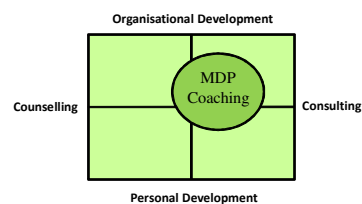


Sustainable business success demands the ability to manage change effectively. This requires the ability to recognise what kind of change is needed in different situations and the capability to identify the appropriate responses. Success is also built on the ability to *mobilise the organisation's efforts* to address the change need and do what it takes to secure desired business outcomes.

In response to this, MDP has developed a new process to support change agents to drive change initiatives more effectively.

By supporting the change agents with *personal coaching* during the whole change process, new levels of effectiveness in the implementation of change projects can be reached. The change agent will be equipped with *knowledge and tools*, as well as coaching support to successfully drive his/her own change initiative.

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The process builds on MDP's unique concept of "Development through Dialogue"©, and supports the change agent in developing his/her own implementation plan in a structured way, as well as supports the execution of it. The main advantage with MDP's model is that this process ensures an *accelerated and systematic approach to manage change initiatives*, which has a great impact on both top- and bottom line results.

If you would like to know more about how MDP can support your success, please contact us at:

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