

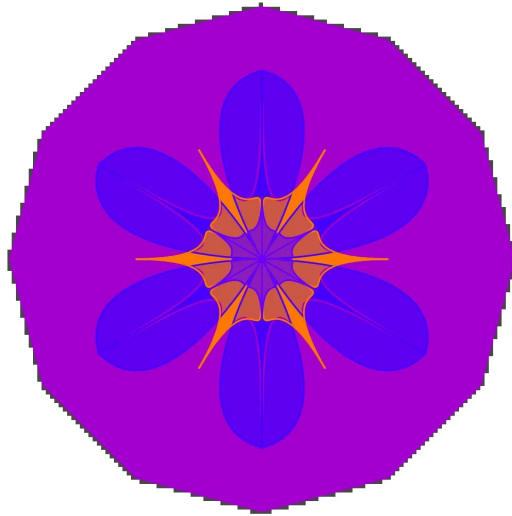
Webinar

**Contemporary
Frameworks**

Change

Management

- Mithun A. Sridharan
- 03 Jul 2026
- 2 minute(s)



Webinar: Contemporary Change Management Frameworks

Start

Thursday, July 30, 2026 - 17:00

End

Thursday, July 30, 2026 - 18:00

Type

Virtual

Registration Required

Yes

Price

0 €

Location

<https://events.teams.microsoft.com/event/4cb1976d-a703-4b5f-893e-e32c6274b399@88123f3f-d7fd-45ce-994c-72e386cfc95f>

Why Should You Participate?

This intensive webinar equips leaders with the definitive toolkit for modern organizational transformation. By examining eleven essential change frameworks, attendees will learn how to navigate the structural, psychological, and behavioral dimensions of transition, turning workplace disruption into a structured, predictable driver of sustainable growth and strategic alignment.

Organizations face constant disruption, yet standard change initiatives frequently fail because leaders address either the process or the people, rarely aligning both. This webinar bridges that gap by dissecting eleven foundational change management models, categorizing them into structural frameworks, psychological transition curves, and behavioral tools.

We begin with systemic structures, analyzing how the McKinsey 7-S Framework aligns organizational strategy with corporate culture, and how the PDCA Cycle embedded within the Deming Wheel provides a continuous loop for iterative testing and refinement. We then

move into structured phase-based execution. Attendees will explore Kurt Lewin's classic three-phase paradigm of unfreezing, moving, and refreezing, alongside Kotter's rigorous eight-phase sequence for building urgency and anchoring new approaches. We also examine German economic models often overlooked in standard texts, including Krüger's five-phase change management model, which highlights the iceberg theory of hidden barriers, and Richard K. Streich's seven-phase model, which tracks corporate performance against time during deep restructurings.

The session then pivots to individual psychology and adoption tracking. Participants will learn to map human emotion using the Kübler-Ross Change Curve, the Satir Change Model, and the Bridges Transition Model, which distinguishes structural change from the psychological transitions people must process. To measure and drive individual adoption, we will break down Prosci's goal-oriented ADKAR Model, tracking how employees move from awareness to reinforcement. Finally, the webinar introduces behavioral economics through Nudge Theory, demonstrating how subtle alterations to the choice environment can organically drive compliance and minimize active resistance without mandatory dictates.

Who Should Attend?

- Change management practitioners, project managers, and transformation leads designing large-scale corporate restructurings
- Human resource professionals and organizational development specialists focused on mitigating employee resistance and supporting workforce transitions
- Executives and business unit leaders responsible for steering teams through digital transformations or mergers and acquisitions
- Agile coaches and process improvement engineers seeking to embed continuous development loops into their team cultures

Key Take-Aways

- Differentiate between structural organizational change and the psychological transitions employees undergo to maintain high morale
- Apply targeted behavioral prompts using Nudge Theory to bypass conscious resistance and encourage natural adoption of new workflows
- Diagnose and align corporate strategy with internal culture using the seven interconnected variables of the McKinsey framework

- Structure a step-by-step transformation roadmap using Kotter's and Lewin's phase models to build early momentum and prevent a relapse into old habits
- Manage emotional drops in productivity during corporate restructurings by referencing the performance timelines mapped out by Streich and Krüger
- Implement the ADKAR method to audit precisely where individual team members are stalled in their personal transition journey

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Speaker

Mithun A. Sridharan

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.

Event Registration

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