Webinar

Contemporary Change Management Frameworks

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

Virtual event

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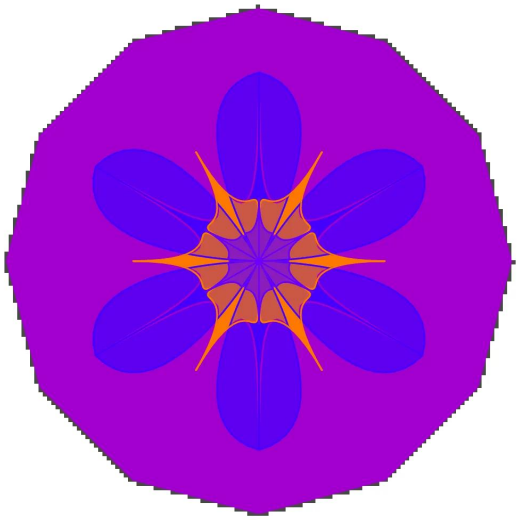

Webinar: Contemporary Change Management Frameworks

Start

Thursday, July 30, 2026 - 17:00

End

Thursday, July 30, 2026 - 18:30

Type

Virtual

Registration Required

Yes

Price

0 €

Location

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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 also introduce the EFQM Excellence Model, a holistic performance and quality framework widely

used across Europe to align leadership, strategy, people, processes, and results around continuous improvement goals. 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. Building on Lewin's work, we will also apply Force-Field Analysis as a practical diagnostic to map driving and restraining forces around a change initiative and decide where to concentrate intervention effort. 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.

To strengthen the governance of complex transformations, the webinar presents the LaMarsh Managed Change™ Model as a practitioner-oriented methodology focused on risk assessment, stakeholder analysis, and targeted mitigation planning, particularly relevant for regulated environments and high-stakes projects. In parallel, participants will explore the Armenakis & Harris Readiness for Change Model, diagnosing perceptions of discrepancy, appropriateness, efficacy, principal support, and valence to gauge organizational readiness and fine-tune the change narrative before rollout.

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 extend this lens into innovation-driven contexts, we will introduce the Emotional Cycle of Change, tracing how stakeholders move from uninformed optimism through pessimism to informed optimism and eventual success during transformative initiatives. 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.

In addition, the webinar introduces Edgar Schein's model of organizational culture and change, emphasizing how underlying assumptions, espoused values, and visible artifacts either enable or block transformation efforts. Participants will learn to diagnose cultural layers, identify where proposed changes clash with deep-seated norms, and design

interventions that reshape shared beliefs rather than only surface-level processes. For deep systemic challenges and leadership-driven transformation, we will also explore Theory U (Scharmer), following the U-shaped process of co-initiating, co-sensing, presencing, co-creating, and co-evolving to help leaders address complex problems by shifting their collective mindset and relational field rather than only structures and processes.

Topics covered

- McKinsey 7-S Framework – Holistic structural alignment of strategy, systems, and staff
- Deming Wheel / PDCA Cycle – Continuous improvement and iterative testing in operational processes
- EFQM Excellence Model – Integrated performance and excellence framework linking leadership, strategy, people, processes, and results
- Kurt Lewin's Three-Phase Model – High-level staging of unfreezing, moving, and refreezing organizational behavior
- Force-Field Analysis (Lewin) – Diagnostic tool for mapping and balancing driving and restraining forces around a specific change
- Kotter's Eight-Step Model – Detailed leadership roadmap for creating urgency and anchoring new practices
- Krüger's Five-Phase Model – German change framework highlighting hidden iceberg barriers in restructurings
- Streich's Seven-Phase Model – Performance over time during deep organizational change and restructuring
- LaMarsh Managed Change™ Model – Structured methodology for risk-focused, stakeholder-centered change planning in complex, regulated settings
- Armenakis & Harris Readiness for Change Model – Diagnostic of discrepancy, appropriateness, efficacy, principal support, and valence to assess readiness
- Kübler-Ross Change Curve – Emotional response trajectory to disruption and loss in the workplace
- Satir Change Model – Dynamics of performance, chaos, and integration during change
- Emotional Cycle of Change – Innovation-oriented curve from optimism to pessimism and informed optimism during transformation
- Bridges Transition Model – Distinction between external change events and internal psychological transitions

- ADKAR Model – Individual-level progression from awareness to reinforcement of new behaviors
- Nudge Theory – Behavioral economics approach to shaping choices and reducing resistance through subtle prompts
- Edgar Schein's Organizational Culture Model – Multi-layer view of culture (artifacts, values, assumptions) as the substrate of successful or failed change
- Theory U (Scharmer) – Dialogic, systemic change and leadership process moving through co-initiating, co-sensing, presencing, co-creating, and co-evolving

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

Speaker

Mithun A. Sridharan Thought Leader

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.

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