



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Change Management Strategy for Public Sector

Business, Commerce and Management Studies / Public Administration

Unit Standard 243110 · NQF Level 6 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips public sector managers with the competencies to design, implement, and evaluate change management strategies tailored to the unique legislative, policy, and stakeholder contexts of the South African public sector. Participants will learn to apply structured change models, manage resistance, and assess the impact of change initiatives to ensure sustainable organisational transformation.

Category	Business, Commerce and Management Studies
Subfield	Public Administration
Unit Standard	243110
Accreditation	SAQA Accredited · NQF Level 6 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Design a change management strategy aligned with public sector legislative and policy frameworks.
- Implement a change management plan using appropriate communication and stakeholder engagement techniques.
- Evaluate the effectiveness of change initiatives against predefined success criteria and performance indicators.
- Apply change management models (e.g., Kotter, ADKAR) to address resistance and foster buy-in.
- Demonstrate the ability to manage the human and cultural aspects of change within a public sector environment.
- Analyse the impact of change on service delivery and organisational performance.

WHO SHOULD ATTEND

- This course is designed for senior and middle managers, project leaders, and change agents working within national, provincial, or local government departments, as well as public entities and state-owned enterprises.

COURSE OUTLINE

Day 1: Introduction to Change Management in the Public Sector

- What is change management?
- Public sector vs private sector change dynamics
- Key legislation: Public Service Act, Batho Pele principles
- The change curve and resistance to change
- Leadership commitment and sponsorship
- Overview of change management models (Kotter, ADKAR)

Day 2: Change Management Models and Frameworks

- Kotter's 8-Step Change Model
- ADKAR Model (Awareness, Desire, Knowledge, Ability, Reinforcement)
- Lewin's Change Management Model
- Bridges' Transition Model
- Choosing the right model
- Case study: Successful change in a South African government department

Day 3: Stakeholder Analysis and Communication Strategies

- Stakeholder identification and mapping
- Power-interest grid
- Communication planning for change
- Tailoring messages for different audiences
- Managing resistance: strategies and tactics
- Building a change network and champions

Day 4: Change Readiness and Impact Assessment

- Change readiness assessment tools
- Impact analysis: process, technology, people
- Risk management in change
- Training needs analysis
- Building change capability
- Case study: Readiness assessment in a provincial department

Day 5: Implementation Planning and Execution

- Components of a change management plan
- Aligning change with project milestones
- Transition management and sustainment
- Key performance indicators for change
- Feedback mechanisms and course correction
- Practical exercise: Drafting a change plan

Day 6: Embedding Change and Sustaining Outcomes

- Culture change and embedding new behaviours
- Reinforcement and recognition
- Change evaluation: metrics and surveys
- Lessons learned and knowledge management
- Avoiding change fatigue

- Case study: Sustaining change in a municipality

Day 7: Integration, Review, and Certification

- Final project: Group presentation of change plan
- Peer review and feedback
- Assessment preparation
- Action planning
- Course evaluation and certification

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 31,000.00	R 31,000.00
1	In-House	R 40,400.00	R 40,400.00
1	On-Campus (Pretoria)	R 46,500.00	R 46,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	17 Aug 2026	On-Campus	Mauritius
10 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	20 Aug 2026	On-Campus	Abu Dhabi, UAE
13 Aug 2026	21 Aug 2026	On-Campus	Durban, South Africa
13 Aug 2026	21 Aug 2026	On-Campus	Mauritius
14 Aug 2026	24 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	25 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 243110) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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