

# EMBRACING & DRIVING CHANGE TO SUCCESS

HCM : 11-12/6/2026

HN : 15-16/6/2026

In a rapidly changing business environment, organizations must adapt and continuously adjust to ensure their survival and growth. As a manager, you understand the importance of this, but you may struggle with:

- ✓ Creating a positive and inclusive work environment that encourages and supports organizational change, and engages employees in the change process?
- ✓ Analyzing and assessing risks associated with changes, implementing appropriate measures to mitigate potential negative impacts?
- ✓ Setting clear goals, developing comprehensive plans, and effectively coordinating your team to successfully implement and navigate through the change process?

## OBJECTIVE

- Develop a mindset and awareness of the current issues & motivation for change
- Acknowledge – comprehend – apply change-implementation process effectively & proactively.
- Cultivate a positive attitude towards organizational change requirements (strategies).
- Possess communication skills to motivate and influence employees and stakeholders during the change process.
- Enhance the ability to negotiate and handle resistance and conflicts encountered during change implementation.

## TARGET

- Staff
- Middle Manager
- First-line Manager
- Top Manager

## 2-DAY TRAINING

Lead your organization through changes!  
Only through changes, we create exceptional differences  
and achieve success in the fiercely competitive market

### Part 1: Developing change awareness

- Understanding the current social and economic situation: VUCA (Volatility - Uncertainty - Complexity - Ambiguity)
- Importance of change
- Proactive approach vs. Reactive approach to change
- Misconceptions about change
- Scopes of change
- Common theories and philosophies on change management
- Assessing individual's adaptability to change (multiple-choice test)

### Part 2: Change implementation process

- Framework for change management: Understanding and Execution
- 5A Model of change management (Aware - Accept - Actions - Aware)
- Analyzing case studies and generating application ideas for the company's scenarios

### Part 3: Understanding, evaluating, effectively managing resistance to change

- Individual change => Influencing others' change => Group/Organizational change
- Identifying issues and challenges inherent in change (technical aspects)
- Identifying issues and challenges with stakeholders - supportive and resistance factors
- Creating a problem-solution matrix
- Analyzing the root causes of change resistance and determining the optimal solutions

### Part 4: Communication, negotiation, and influencing skills for leading change

- Communication skills
- Communication for motivation and positive impact
- Direct and assertive communication
- Communication for handling resistance (EPM: Empathy - Pinpoint - Move forward)
- Conflict resolution and negotiation skills
- 6 principles of influencing skills

### Part 5: Summary and Action Plan

※ The above content is subjected to change without prior notices



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In charge Ms. Loan Anh (English, Vietnamese)  
Mr. Nagayoshi Tasuku (Japanese)



## TRAINING TIME & VENUE

Ho Chi Minh	11-12/6/2026 (Thu – Fri)
Time:	8:30 ~ 16:30
Venue:	T Floor, Nam Giao 1 Building, 261-263 Phan Xich Long, Cau Kieu Ward
Ha Noi	15-16/6/2026 (Mon – Tue)
Time:	8:30 ~ 16:30
Venue:	14F, Hapro Building, 11B Cat Linh, O Cho Dua Ward



## TRAINER

**Mr. L. D. QUANG**

- Ph.D. candidate - Business strategy, Tarlac State University
- Over 15 years experience in managing sales and marketing for MNCs, blended with 3 years working with the top consultancy in the world - Boston Consulting Group (BCG). Held management and executive positions: Chief Representative at Singapore General Hospital, Brand Ambassador for Diageo - Johnnie Walker & Singleton, Deputy Director at Starprint VN, and Capability Development Manager at Metro Cash & Carry VN
- Over 12 years experience in training for major Vietnamese and international companies
- Expertise areas: Sales and Marketing Strategy, Strategic Management, Business Development Management, Customer Service/Customer Relationship Management, Wholesale and Retail Management, Internal Trainer Training and other soft skills.



## COURSE INFORMATION

[Language]	Vietnamese
[Fee]	<b>8,700,000 VND/person</b> (Lunch for 2 days incl., VAT excl.) <b>With 2 – 4 participants, fee is discounted 5%; with 5 or more participants, discounted 10%.</b> (Applied separately for training in HCM and in HN)
[Method]	We applied <b>offline training</b>
[Participants]	HCM: 28 people – Ha Noi: 30 people (First-come, first-served basic)
[Registration]	Fill in the attached “Application form” and send to AIMNEXT via Email (training-vn@aimnext.com)