



Course 3: Change Management in the AI Era for SMEs

A Leadership Workshop on Guiding Your Team Through Transformation

Course Prerequisite: Course 1: AI & Prompt Engineering for SMEs

Primary Resource: Change Management in the Age of AI (provided book)

1. Course Overview

Successfully integrating Artificial Intelligence is not just a technical challenge, but it's a human one. This one-day workshop is designed for the SME leader who understands the 'what' of AI and now needs to master the 'how' of implementation. We will tackle the people-side of technological transformation head-on. Participants will learn how to build a compelling vision for AI in their company, communicate that vision to inspire buy-in, and manage the inevitable resistance and fear that comes with change. Using proven change management models tailored for the fast-paced, resource-constrained SME environment, this course provides a practical toolkit for leading teams through the AI transition smoothly and effectively. The goal is to transform AI from a source of anxiety into a catalyst for excitement, growth, and shared success.

2. Learning Objectives

Upon successful completion of this course, participants will be able to:

- **Remember & Understand:**

- Define AI-focused change management as the process of guiding people and systems to work effectively with AI, emphasizing alignment across value, data, people, and governance rather than technology alone.
- Identify common human responses to AI adoption, including curiosity, anxiety, and resistance, and explain how trust, psychological safety, and commitment influence acceptance.
- Describe core change management models such as Lewin's Force Field Analysis, Kotter's Eight Steps, and ADKAR, and explain how they should be for fast, iterative, and human-centered AI change.

- **Apply:**

- Formulate an AI vision statement that defines a clear purpose, measurable outcomes, and boundaries for change, using the *AI Vision Canvas* to align teams around shared goals.
- Apply stakeholder analysis and readiness mapping to identify who drives,



supports, or resists AI adoption, and plan micro-interventions to build trust and involvement.

- Implement a communication rhythm that links stories, data, and short-term wins through meetings, channels, and visual updates so that awareness and commitment grow together.

- **Analyze:**

- Identify and interpret resistance patterns to AI adoption by examining cultural, structural, and psychological barriers such as fear of error, lack of clarity, or low trust within teams.
- Break down the AI adoption process into clear phases, including Diagnose and Envision, Mobilize and Empower, and Execute and Learn, in order to find where momentum can grow and early wins can be achieved.

- **Evaluate & Create:**

- Evaluate organizational readiness for AI-driven change using structured diagnostics such as leadership commitment, cultural openness, data maturity, and resource capacity.
- Design a tailored AI Change Management Plan that applies the AI Agile Change (AAC) framework, defines clear roles and metrics, and includes short learning cycles to guide the rollout of a specific AI initiative.

3. Course Schedule & Modules

Total Duration: 8 hours (including breaks)

Time	Module	Topics & Sub-topics	Trainer Activity	Trainee Activity
9:00 - 10:00	Module 1: Foundations of Change Management in the Age of AI	<ul style="list-style-type: none">- Welcome & Course Objectives- What Is Change Management and Why It Matters for AI Adoption- Classical Models Overview: Lewin's Force Field, Kotter's 8 Steps, and ADKAR	<ul style="list-style-type: none">- Introduce course structure and goals- Present classical models and their logic- Facilitate a discussion on how these frameworks apply	<ul style="list-style-type: none">- Share experiences of past change projects- Match their example to one classical model- Reflect on what makes AI change distinct



		<ul style="list-style-type: none">- Why Traditional Models Struggle with AI-Driven Change	to AI change	
10:00 - 11:15	Module 2: The Human Side of AI Change	<ul style="list-style-type: none">- Why AI Change Is Different from Other Transformations- The Human Journey Through AI Change (The Change Curve)- Psychological Safety, Trust, and Commitment Types- Self-Assessment: Personal Change Response	<ul style="list-style-type: none">- Present findings on human reactions to AI (curiosity, fear, resistance, hope)- Explain commitment and conformity dynamics- Facilitate a brief self-assessment on personal change style	<ul style="list-style-type: none">- Plot their position on the AI Change Curve- Discuss reactions to AI adoption- Share insights on what builds or breaks trust
11:15 - 11:30 Coffee Break				
11:30 - 12:30	Module 3: Building the AI Vision & Case for Change	<ul style="list-style-type: none">- Defining a Compelling “Why” for AI- The Four Pillars of AI Success: Value, Data, People, Governance- Activity: Drafting the AI Vision Statement	<ul style="list-style-type: none">- Present the AI Vision Canvas- Guide participants through vision creation- Facilitate peer feedback	<ul style="list-style-type: none">- Draft a one- to two-sentence AI vision statement- Share and refine it with a partner
12:30 - 13:30 Lunch Break				
13:30 - 15:00	Module 4: Stakeholder Analysis & Building a Guiding Coalition	<ul style="list-style-type: none">- Mapping People: Champions, Skeptics, and the Undecided- Understanding Readiness and Influence- Activity: Stakeholder Mapping and	<ul style="list-style-type: none">- Introduce the Power/Interest Grid and readiness mapping- Discuss engagement and trust-building	<ul style="list-style-type: none">- Map at least four key stakeholders- Identify one strategy to increase support from each



		Engagement Strategy	- Facilitate a stakeholder mapping exercise	
15:00 - 15:15 Coffee Break				
15:15 - 16:30	Module 5: The AI Agile Change (AAC) Framework	<ul style="list-style-type: none">- Why a New Model Was Needed- The Three Phases of AAC: Diagnose & Envision, Mobilize & Empower, Execute & Learn- Principles: Agility, Human-Centered Design, Continuous Feedback- Case Example: Applying AAC in an SME	<ul style="list-style-type: none">- Present the AAC model visually and narratively- Compare AAC with classical models- Facilitate case study analysis or discussion	<ul style="list-style-type: none">- Examine how AAC aligns with their organization's context- Identify which AAC phase their AI initiative is in- Discuss one takeaway for immediate application
16:30 - 17:00	Module 6: Embedding Learning and the One-Page AAC Plan	<ul style="list-style-type: none">- Integrating the Day's Insights into a One-Page AAC Plan- Discussion: Turning Your Company into a Learning Organism- Sustaining Change and Continuous Learning- Q&A and Personal Commitments	<ul style="list-style-type: none">- Guide participants through completing the One-Page AAC Change Plan- Lead a short discussion on: "Your SME as a Learning Organism," focusing on agility, reflection, and psychological safety- Summarize key insights and next steps	<ul style="list-style-type: none">- Complete their One-Page AAC Plan- Reflect on how to foster ongoing learning in their teams- Commit to one action for continuous improvement after the course



4. Resources & Materials

- **Required Reading:** *Change Management* in the Age of AI(provided book).
- **Hardware:** Participants should bring a laptop or notebook for exercises.
- **Handouts:**
 - Change Style Self-Assessment Quiz.
 - Stakeholder Analysis (Power/Interest Grid) Worksheet.
 - Communication Plan Template.
 - Pilot Project Design Canvas.
 - One-Page AI Change Management Plan Template.