



A School with a View

Role of HR Function in Strategic Change Management

Dr. Nenad Filipovic, Academic Director, IEDC-Bled School of Management

Sofia, October 26, 2010, 9:00 – 13:30

Place: [VUZF, Sofia, 1 Gousla Str.](#)



Strategic change management is among the key processes that are needed for achieving and sustaining business success. This is especially true for companies, which operate in fast changing environments, like those created by the economic transition in Central and Eastern Europe, globalization, or more recently the global economic crisis. Management theory puts people at the very top of the most important company assets and many practitioners agree, that people are major factor influencing the outcome of change. If so, what is the role of HR function in the organization when it comes to strategic change management? This short seminar offers various insights to the nature of strategic change and how HR issues relate to that, as well as provides practical tools for improving the effectiveness of HR function in your own company.

Agenda:

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| 09:00 – 10:30 | Strategic change: context, content and process <ul style="list-style-type: none">• What drives strategic change and how should it connect internal working of the company with its external environment• What are main factors influencing the outcome of defensive or turnaround changes• What are the key obstacles to change |
| 10:30 – 10:45 | Coffee break |
| 10:45 – 12:15 | Leading change: HR related issues <ul style="list-style-type: none">• Role of leadership, trust and corporate culture in leading change• What can HR function do to facilitate change• Examples of HR interventions leading to major change |
| 12:15 – 12:30 | Coffee break |
| 12:30 – 13:30 | Designing positive change initiatives: creating your project <ul style="list-style-type: none">• Choosing the right topic• Asking the right questions• Designing the right process |



Nenad Filipović

Dr. Filipović graduated in Electrical Engineering from the University of Zagreb, Croatia, where he also received his Masters degree in Computer Science. He obtained his Ph.D. in Management from Free University of Amsterdam. He also completed the Stanford Executive Program at Graduate School of Business, Stanford University, as well as Harvard University's "Central and East European Teachers Program".

Dr. Filipović started his professional career as the assistant lecturer in Computer Science at the University of Zagreb. After three years, he joined "Rade Končar" Group, a large manufacturing company in Croatia. He was head of R&D in the Control Systems Division, director for worldwide sales of information technology, and Senior Group Vice-President in charge of R&D and Group restructuring.

Dr. Filipović is, since 1991, a lecturer, MBA Project Director and Academic Director of the IEDC – Bled School of Management. He teaches courses in General Management and Business Ethics. He keeps close contact with business practices through his work, as Director of EMBA Projects (in which capacity he supervised more than 200 consulting projects), as well as his advisory services to a number of international companies. He has acted as personal mentor to a dozen of CEOs in Central Europe. He is the author or co-author of six books and more than thirty case studies. Dr. Filipović has been a visiting faculty of a number of business schools in Europe and North America.