

Change Communication

EXCEPTIONAL STRATEGIES THAT INSPIRE EMPLOYEES

ONE DAY MASTERCLASS

Learn how to manage change, not the fear that grips an organisation.

This masterclass is for anyone involved in change communication who wants to learn how to design a change strategy during bad economic times that focuses on budget cuts and downsizing whilst at the same time implementing a change strategy that focuses on innovation and growth. It is a delicate balance and what exceptional change strategies manage to achieve.

What exceptional change strategies do is inspire employees at all levels, and this includes managers to become involved in designing opportunities for innovation and growth, ultimately changing the organisation for the better. And they do this despite the economic climate.

The focus of most change strategies is usually on providing information about what is going to happen to employees whilst others decide on changes that will happen to them, and then how employees need to cope with those decisions. This approach stops an organisation from thriving because everyone from senior management down is ultimately focused on their job and what they will be told next. In this masterclass we show you how to create a change strategy that can be focused on budget cuts and innovation at the same time.

What others have said

"Excellent Case based experience"

"Very valuable expose on the "Aha!" moment and also some excellent ideas to assist in change management communication"

"Good engaging speaker"

"Liked the examples of the "Aha!" factor"

"I got the most benefit from this on "engaging emphasis" "



Masterclass Design

This one day masterclass is highly practical and interactive to enable participants to commence developing their own strategic change communication plan based on current organisational needs. There will also be some small group and large group discussion.

It is practical and designed for the quick learning of low cost change communication and employee engagement strategies. Each participant will be given a workbook to identify tools and techniques to apply to their particular organisational situation.

You will cover:

- How to design a change strategy that has distinct responsibilities for management
- Case study analysis of Change Strategies that inspire employees and create innovation and growth in the organisation
- Identify how to balance a "bad" news change situation with one focused on growth and innovation
- Beyond tactics, how to align your change communication plan with business strategy (even if that strategy is all about budget cuts and downsizing)
- Practical suggestions that will assist you in creating immediate action plans to engage all levels of management and employees
- How to identify the business measures to link with your change management strategy
- How to address business issues at the strategic table and offer change solutions
- A practical examination of a "bad" news change strategy
- Learn the 10 step method for implementing an innovation and growth strategy
- Identify the 5 key factors in change management

Facilitator and Masterclass designer

Marcia Xenitelis

is the Director of Communication at Work, a specialist business in the area of strategic change management. Her extensive experience in this field includes the following sectors as well as many others; Financial Services, Banking, Health, Resources, Education, Logistics, Telecommunications, Government, and Management Consulting. She has spoken at conferences in the USA, Canada, China, New Zealand and Australia.

Her manuals on the topic of change management, employee engagement, and strategic employee communication have been sold worldwide to Fortune 500 companies, universities and over 1000 companies in Australia alone.

She is a past president of the International Association of Business Communicators (IABC) Victorian chapter, and a former IABC Asia/Pacific Board member.



Masterclass components

Core Masterclass

Introduce skills, individual and group work, and action planning to develop a framework for individual change management strategies.

For Further Information

If you would like further information on this masterclass contact us either by
phone : +61 3 9889 9685
email : service@communicationatwork.com

Details

Course level : Intermediate and Senior
Course length : Full day