

# Change Communication

EXCEPTIONAL STRATEGIES THAT INSPIRE EMPLOYEES

HALF DAY WORKSHOP

Learn how to design exceptional low cost, high impact change strategies that 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 discover how to do this no matter what the economic climate.

Most organisations manage change by focusing on the personal impact of change and how to communicate messages, most of which are negative. But this is not managing change this is managing fear that grips an organisation. The focus 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.

This workshop will utilise key tools, examine case studies and ideas to enable immediate application back at the workplace. It is for anyone involved in change who wants to learn how to ensure that all levels of management are engaged in the process and 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" "*



## Workshop Design

This workshop is interactive and will include small group work together with ideas for application of some of the techniques back at the workplace.

There will also be some 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 use during the workshop as well as back at the workplace.

### Topics covered in this half day workshop include:

- 10 step method for implementing an innovation and growth strategy
- 5 key factors in change communication
- How to design a change strategy that has distinct responsibilities for management
- Identify how to balance a "bad" news change situation with one focused on growth and innovation

### Key Learning Points:

- How to identify the business measures to link with your change communication strategy
- A case study of a "bad" news change strategy
- A case study analysis of Change Strategies that inspire employees and create innovation and growth in the organisation
- Low cost strategies that don't rely on expensive solutions yet achieve exceptional change outcomes

### Facilitator and Workshop 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.



### Workshop components

*Core Workshop*  
Introduce skills, small and large group work.

### For Further Information

If you would like further information on this half day workshop, contact us either by

phone : +61 3 9889 9685

email : [service@communicationatwork.com](mailto:service@communicationatwork.com)

#### Details

Course level : Intermediate and Senior  
Course length : Half day