

Employee Engagement

THE SECRETS OF SUCCESS

KEYNOTE PRESENTATION

Why do companies spend 100's of thousands of dollars communicating with their employees and yet employees just don't get it? Sound familiar?

Well there's a simple reason.

Most companies spend money on employee communication tools such as Intranets, CEO Forums, Staff Information Bulletins and Newsletters, but these are just information tools. To expect change in employee's understanding of the real business issues and how they can contribute to successful organizational outcomes you need to engage employees. And that calls for a whole new employee communication strategy.

In this keynote Marcia challenges you to think differently about how your organization communicates with its employees by citing examples that clearly demonstrate the difference between the two approaches. It is all about employees really understanding the reason *why* behind business decisions and there are sound economic business reasons for doing this. Whether you manage employee communication, a large division or are the CEO you need to understand this before committing valuable time and resources.

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" "

Your Keynote Speaker

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.



Keynote Details

Marcia's keynote presentations usually go from 45mins - 1.5hrs. They can be tailored to focus on your specific organizational issues if you wish.

For Further Information

If you would like further information on booking Marcia for a keynote presentation for your conference or inhouse training contact us either by

Phone: +613 9889 9685

Email: service@communicationatwork.com

