

Employee Engagement

THE SECRETS OF SUCCESS

ONE DAY MASTERCLASS

Learn how to engage (not just inform) your employees. This masterclass is for anyone involved in employee communication who wants to take it to the next level in learning how your strategies can impact business outcomes. Use this masterclass to develop your own strategic communication plan based on current organisational needs.

One of the main challenges of implementing change is helping employees understand how they contribute to your organisations' success and how to demonstrate that engagement to senior management.

This masterclass will utilise key tools, examine case studies and ideas to enable immediate application back at the workplace.

You will also have the opportunity to focus on a current employee communication issue that you are working on and develop a plan to create alignment with your organisations' objectives. And you will be able to link your communication strategies to the business strategy and measure it by business outcomes.

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 employee communication plan based on current organisational needs.

There will also be some small group and large group discussion. It is designed for quick learning of new business measures to apply to your current employee communication strategy.

Each participant will be given a workbook including a blueprint of a strategic employee communication plan to use during the masterclass as well as back at the workplace.

You will cover:

- How to ensure a clear, shared understanding of any organisational change
- Strategies to improve workplace engagement and understanding of important business issues
- Identifying business data and issues you can impact on (and those you can't)
- Beyond tactics, how to align your employee communication plan with business strategy
- Practical suggestions that will assist you in creating immediate action plans
- How to identify the business measures to link with your employee communication strategy
- A "blue Print" of a strategic employee communication plan
- How to address business issues at the strategic table and offer employee communication solution
- Learn the 5 step method for identifying the Aha! factor
- Identify the 7 key factors in employee engagement

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 employee communication plans.

For Further Information

Details

Course level : Intermediate and Senior
Course length : Full day

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