

The 5 Change Dangers and How to Avoid Them



Why do 70% of change efforts fail? A main reason is poor communication. Think about it.

- There may be a good business case written up somewhere in a report to the CEO, but the urgency is lost as the message gets carried down the ranks.
- Leaders are faced with tough questions and get defensive or evasive. The end result is that employees don't trust them.
- On top of that, employees get emotional and leaders don't know how to talk to them about it.

Join us for an interactive one day program to review the research on why change fails and develop the skills needed to succeed.

Based on our bestselling book *Perfect Phrases for Communicating Change* (McGraw-Hill), participants will learn what to say and how to say it in order to build employee commitment and enthusiasm to change.

Through this **highly interactive and hands on program**, leaders leave with:

- Increased confidence to communicate change
- The ability to tailor their messages to different audiences
- Skills to effectively communicate through different media (email, phone, web meetings, phone, face to face)
- The knack to clearly and succinctly communicate the business case of change
- Knowledge of the 3 critical components of change communication
- Talent to answer questions about change as opportunities to address issues



Audience:

Leaders

Length:

1 day program

Format:

Lecturettes, Practice, Feedback

Modules:

The 5 Change Dangers

Lecturette:

- Urgency and Change: The missing link
- Trust and the Rate of Change
- Communication Breakdown
- The "Change Gap"
- Breaking down the Change Resistance Wall

Activity: Change Failure Calculator



Information, Emotion, Action

Lecturette:

- Avoiding Information Overload
- What People Feel, they don't Forget
- Emotion Creates Action

Activity: It's all in the Translation



Delivering High Impact Change Messages

Lecturette:

- The Whats and Whys of Change
- Creating a compelling answer to Why Change?

Activity: Change Message Drills: Practice & Feedback



Virtual Change Communication

Lecturette:

- Making Media Choices: Email, Phone, Web, Face to Face
- 8 Dimensions to Consider for Virtual Change Communication

Activity: Crafting and Delivering Virtual Messages

Handling Tough Questions

Lecturette:

- Using questions to your advantage
- Controlling emotions: yours and others

Activity: Press Conference: Q & A

Materials

Workbook; Leadership Essential Cards