

Change Communication Lab: Announcing Change



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 intensive, one day laboratory to develop the communication skills you need to announce change effectively. You will have the opportunity to practice and fine tune. Leveraging our book *Perfect Phrases for Communicating Change* (McGraw-Hill), leaders will learn what to say and how to say it in order to build employee commitment and enthusiasm.

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

In order to allow for the extensive practice and feedback of the laboratory format, the number of participants is limited.



Audience:

Leaders

Length:

1 day program

Format:

Lecturettes, Practice, Feedback

Modules:

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

Activity: Stakeholder Urgency Analysis

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