

## Communication & Change

For anyone who is focussing on the communication issues surrounding new initiatives

Do you need to ....

*... smooth the transition from where you are now to where you want to be?*

*... ensure the message you send is the one they receive?*

*... ensure that everyone who should know, knows?*

*... steer a path between 'information overload' and 'information paucity'?*

Then read on! It should come as no surprise to you that communication is key to the success and sustainability of change. This workshop explores the importance of communication in achieving change and establishes the approach and steps that need to be taken to plan and implement an effective communications programme.

What will you learn?

- the principles of change and communication
- the emotional impact of change on individuals
- the role of communication in sustaining change
- how to develop a communications plan
- how to measure success.

**"I can thoroughly recommend this extremely well thought out and useful course. Exciting use of visual tools and role plays"**

What will you experience?

- input sessions, with interactive feedback, focussing on your immediate experience
- examples modeled and discussed

What will you gain?

- an understanding of the vital role of effective communication
- an understanding of the effects of change on individuals
- a variety of techniques for effective communications
- an approach to developing and implementing a communication plan