



Communication and Engagement in Support of Change Management Initiatives (HH-09)

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

This three-session virtual course (or one-day classroom delivery) explores how to design a Communication and Stakeholder Engagement Strategy that is fully integrated into an organizations Change Management initiative. The course provides a detailed breakdown of the communications and engagement activities to be performed throughout the change initiative.

Schedule

- Day 1** (2 hours) Introductions & Individual Objectives
 Session I – Introduction to Change Mgt.
- What is Change Management
 - Change Management Models
 - Kurt Lewin’s 3-stage model
 - Kotter’s 8-stage approach
- Session II – Communications Planning
- Communication Process
 - Engagement Process
 - Communications Strategy Logic Model

Breakout Group Assignment

- Day 2** (2 hours) Session III – Case Study Presentations
 Session IV – Preparing a Communications and Stakeholder Management Strategy
- Issues identification forms
 - Daily tactics meeting
 - Issues triage and ranking
 - Exercise

Breakout Group Assignment

- Day 3** (1 hour) Session V – Case Study Presentations
 Session VI – Review and Wrap-up

Overview

Effective communication and stakeholder engagement are at the heart of any successful change management initiative. Effective communication ensures that all stakeholders get the answers they need in a timely fashion and are actively engaged with the process. Delivery includes the completion of an online survey and breakout group assignments.

This course focuses on the following techniques:

- Communication Strategy Logic Model
- Communication Strategy Planning Template
- 9 - Step Communication Checklist
- Communication Action Plans
- Communications Management Framework
- Change Management Surveys

Who Will Benefit?

Mid-level communicators at the IS-3 to IS-5 level and CS-3&4 Project Managers who are involved in Change Management initiatives.

How Will You Benefit?

Change and communications managers will leave with a detailed outline of the communication and engagement activities that need to be performed throughout a project to help guarantee the success of a change initiative.

Fees:

Remote Learning – Video Conferencing: \$3,000 per Department/Agency - max 12 participants (includes printed participants manual)
 In classroom: \$500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:

Venue:	Date:	Location:
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

For More Information / To Register:

For more information, or to register, please contact Dale Harley at 613-882-5684 or at dale@harleyhouse.com
 For more information about other Communications Training sessions visit our web site at www.harleyhouse.com