

h m c i

hayter**marketingcommunications**inc.

Managing Change in Your Organization: Putting Communications to Work for You

Introduction

Change relates to organizations modifying what they do and how they do it. In our experience, change encompasses shifts in an organization's processes that can affect many elements including: the mission, values, goals, information technology used, the organizational structure and relationships with internal employees and external stakeholders. Consequently, we find most change revolves around the need for organizational culture change that requires putting communications to work for you.

Who Should Attend this Two-Day Seminar?

Leaders, managers and employees who want to contribute to effective change management - people that realize no one likes change and need to know how to overcome resistance and turn it into support.

In this seminar learn how to:

- Address employee sabotage of your organizational change process
- Persuade people to support change
- Implement proven models that reinforce your recommended change tactics

Highlights and Outcomes

This dynamic two-day seminar addresses the proven principles and techniques of change communications that help you avoid problems and get results, including:

- Inherent change realities that affect success
- The role of communicators in the change environment
- Strategic change communication planning: best practices approach
- Proven audience profiling to understand how to motivate and maintain motivation of audiences
- Change communication models
- Promoting effective change communications to your stakeholders including: leaders, colleagues and other divisions

Leave with The Change Communication Manual, a comprehensive resource that offers key knowledge. It includes: in-depth notes, models, a glossary of key terms and easy to use checklists and templates.

150 Queen Elizabeth Drive Ottawa ON Canada K2P 1E7
tel: +613.230.4692 email: info@hmci.ca www.hmci.ca

All contents © copyright 1999-2004 hmci hayter marketing communications inc.
All rights reserved.