

# Communicating Through Change

Recommended for team leaders and managers who have to communicate change.

## WHAT IT'S ABOUT

- Adjusting communication to people's reaction to change.
- Applying the communication model to reduce noise.
- Applying company values consciously and intentionally when communicating a change process.
- Structuring the message in a way to add value for the team during a change process.
- Minimizing the negative impact of barriers to communicating change.

## TRAINING AIMS

- By the end of the course, the participants will be able to:
- create a clear and meaningful cascade message to subordinates;
  - use organizational values to formulate messages regarding change;
  - build trust on their teams through their communication;
  - identify in which Room of Change they and their people are, and react appropriately;
  - identify missing information and build the message on the information available.

## DURATION & COMPONENTS

Prework	Complete Needs Analysis Survey (15 min)
Pre-Session	Pre-Call (1h), Short Daily Tasks (five 10-min tasks)
Session 1	Workshop: Background and Tools   Context (3h)
Homework	Film and questions (15 min)
Session 2	Workshop: Building Trust   Smart Communication (3h)
Homework	Formulating a message script/text (1h)
Session 3	Workshop: Applying Values   Solving Issues (3h)
Post Call	Closing Call (1h) (2-4 weeks after the final session)
Time commitment per participant:	9h of online workshop 2h of calls Up to 3h of homework spread over the 2 weeks of the course

- Post Course: 60-day access to reference materials and feedback on homework
- Digital Materials: Handbook and templates for preparing the communication process

## TRAINERS

**Diana Bonczar, John Held**

For trainer profiles please go to <https://accentbusiness.pl/team/>

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