



# change management communications

*In the modern business world, leading change in an organisation is an integral part of every executive's and manager's working life. Effectively engaging with stakeholders, both inside and outside of the organisation, is vital for successfully delivering the desired change.*

Leaders need to master a range of communication style, to adapt to different situations. Yet their experience and training to date may not have equipped them to deal effectively with the challenges of change that they will encounter during their careers.

We recognise the importance of the continuous development of an individual leader's communication skills, both in terms of their personal impact on the people they meet and as a critical element of the contribution they make to organisational success.

We provide personal coaching and deliver group courses to equip leaders with the knowledge, support and guidance they need to be effective. Sample coaching/ course outlines are listed overleaf. Following a detailed discussion about your specific requirements, we create tailor-made schedules which are carefully designed to meet your individual needs.

# coaching & courses

## effective change management communications

- Understand change and how it is created
- Explore the emotional levers that motivate change
- Understand the vital role of communications in delivering successful change
- Create a vision of change that can be easily shared and understood
- Plan your communications strategy to support the expected change
- Develop the communication tools you need to deliver the strategy
- Map out who your key change managers and agents are
- Create a briefing strategy for your change agents and the wider stakeholder community
- Plan how to monitor the progress of change and keep it on track

## essential communication skills for change leaders

- Identify what you want the audience to do, feel or think after your speech or presentation
- Evaluate when to deliver inspiration, persuasion or motivation
- Consider methods for delivering unwelcome news
- Understand what audiences may expect and need, and how they may react
- Learn how to structure a speech or presentation and sign-post your messages
- Recognise the importance of using the right words, in the right order, and practice your vocal delivery skills
- Understand how your image and “entrance” affect you, your performance and your audience’s expectations
- Gain an appreciation of non-verbal communication signals and how to use your body and the stage to support your image and voice
- Understand emotional intelligence, how to apply emotion in speeches, and why it is vital to connect emotionally to create motivation





## creating effective change agents in your organisation

- Identify key change agents within your organisation
- Explore the role of social networks in delivering change
- Create a network of change agents for your organisation
- Develop and support the change facilitation and change management skills of your agents
- Develop effective communication tools that have relevance and value to your change agents
- Understand the crucial roles of active listening and appreciative inquiry in creating motivation
- Practice key change communication skills in video-recorded workshops

## appreciative inquiry & coaching skills

- Consider the effect of questions on individuals and audiences
- Explore the range of question styles and what they can reveal
- Prepare questions and practice questioning skills in master-class workshops
- Use questions to create interest, engage individuals and stimulate thought
- Develop a style of linked questioning that creates facilitation of change
- Discover the power of Active Listening and how to use it effectively, including how to read what is really going on and identify needs and motivations
- Use the information you glean to deliver positive coaching that generates consistent results

## emotional intelligence in communications

- Gain an understanding of what "emotional intelligence" is and how you can use it to make your communications more effective
- Understand the importance of identifying audience needs and planning your communications to connect with your audience
- Discover how using emotional intelligence can affect audience perceptions and their emotional responses, helping you to achieve your objectives
- Identify your personality type, what the stress factors are for each personality and how to de-stress different personalities
- Participate in role-play workshops to demonstrate the use of emotional intelligence in a variety of relevant work situations and appreciate the reactions it provokes
- Practice applying emotional intelligence skills to your own change management scenario by devising a plan to tackle your change communications

# communications support & consultancy services

## strategic communications consultancy

Our world-class consultants have extensive experience of helping clients to identify and develop their key communications objectives, as well as supporting them in the creation, implementation and management of their strategic internal and external communications plans. We work with clients on a diverse range of communications projects, including:

- Reputation development and management
- Change management programmes
- Employee engagement activities
- Product and project launches
- Crisis communications planning and management

## personal executive coaching & support

Developing real leadership skills shouldn't stop at the classroom door. That is why we offer ongoing support and mentoring to executives who have participated in our coaching or training courses. On request, we assign one or more of our key trainers to discuss, mentor and support executives as they tackle real life challenges in their professional roles. This ensures that learning continues and confidence grows, long after the basic skills and knowledge have been adopted in the classroom.

## media, crisis & corporate event planning & management

We have a range of expertise and resources available to plan, manage and stage communication events. Our services can support you with such aspects as:

- Identifying strategic messages to create the impact you need
- Designing the structure and/or format of the event
- Writing or developing key speeches and guiding speaker rehearsals
- Providing personal support to executives during communications events
- Recording events and managing production output for playback

*Please contact us for further information.*

*We will be delighted to discuss your specific requirements.*

### **MTM COMMUNICATIONS SKILLS TRAINING**

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