

Change Narratives – Communicating Change



#change

2

Tage

14

PDUs¹

16

QHs²

E31

Webcode

Change needs a strong narrative. Everyone on the team needs to understand why your change is important and how change efforts will pay off – also on the personal level. This training will show you, through examples and by introducing you to a methodology and tools, how to communicate change and how to develop your own change story.

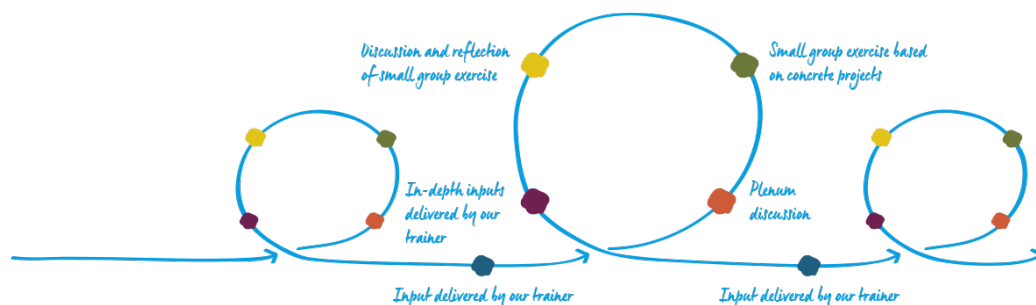
What you will learn

- > Understanding the factors which determine a successful change communication
- > Learning skills and techniques for developing a change narrative
- > Developing a target group analysis and assessment
- > Setting up a communication plan and planning a budget
- > Use of images and metaphor
- > Implementing workshops with decision-makers
- > Addressing staff morale as well as their feelings
- > Using music, videos and short plays as communication media
- > You will also receive templates and other aids to develop your own change narrative

Dates:

Our Approach to Training:

We make learning enjoyable: group exercises, working on specific case studies, role plays, feedback and reflection, plenum discussions or exchange of experiences help to understand and prepare for the application of newly learned skills. Linking all our training to practical application is a key element of our training designs.



Fine print:

You can read the general terms and conditions for the inter-company events of the next level academy here:

www.nextlevelconsulting.com/en/our-services/training-and-development/general-terms-and-conditions/

→ *Any questions?*

We look forward to hearing from you.

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