

Communicate effectively to support change



CC-9 2 Days (14 Hours)

Description

To best ensure the success of these changes, communication constitutes a condition for success whose handling seems delicate. This training provides the operational tools to deploy communication and support change.

Who is this training for ?

For whom

Activity and department manager. Hierarchical or transversal manager, in charge of a change project. Organizer, consultant. Project manager.

Prerequisites

None.

Training objectives

- Have the keys to prepare communication around change
- Know how to alternate written and oral communication according to the targets and stages of the change process
- Implement communication that facilitates change

Training program

En amont du présentiel

- A self-diagnosis and a video.

Identifier la portée du projet de changement Définir le changement.

- Differentiate: leading and supporting change.
- Identify the key success factors of change.
- Identify the impact of change on people.
- Draw the stages of individual and collective change.

Déterminer les façons de communiquer Construire un plan de communication associé à la conduite du changement.

- Make the right choice of communication methods.
- Decide on the actors to communicate about the change Identify the roles: monitoring deadlines, budgets, indicators.

Préparer sa communication écrite et orale pour accompagner le changement

- Prepare effective written and oral communication.
- Use the right levers to achieve your objective.
- Construct your intervention by paying attention to the challenges of change.

Savoir gérer les émotions et la relation aux personnes

- Take into account the impact of change on individuals.
- Be attentive to interpersonal communication.
- Consider the individual consequences of a change.

Gérer les situations tendues liées au changement Détecter les signaux d'alerte. Permettre les 'sorties négociées'.

- Value the positive aspects.

Après le présentiel

- A strengthening program.

Certification Évaluation des compétences à certifier via un questionnaire en ligne intégrant des mises en situation (40 minutes).

- To find out more about remote activities To discover a subject related to your training: a video 'Building and sharing the meaning of change'.