

Change Communication

EXCEPTIONAL STRATEGIES THAT INSPIRE EMPLOYEES

KEYNOTE

In this keynote Marcia challenges you to think differently about your change communication strategy by citing examples of how to create a change strategy that can be focused on budget cuts and innovation at the same time. Low cost strategies often have the most outstanding results, and unless innovation and growth are a key focus, when the economy begins changing for the better your organisation will be left behind, no matter how many operational costs have been cut from the budget.

Most change strategies focus on managing the fear that grips an organisation during bad economic times.

The focus is usually on providing information about what is going to happen to employees whilst others decide on changes that will happen to them and then how employees need to cope with those decisions.

This approach stops an organisation from thriving because everyone from senior management down is ultimately focused on their job and what they will be told next.

What exceptional change strategies do is inspire employees at all levels, and this includes managers to become involved in designing opportunities for innovation and growth, ultimately changing the organisation for the better. And they do this no matter what the economic climate.

This is what exceptional change communication strategies that inspire employees are all about. They harness key talent, they identify growth opportunities, they give management at all levels a key role and they ensure employee engagement.

What others have said

"Excellent Case based experience"

"Very valuable expose on the "Aha!" moment and also some excellent ideas to assist in change management communication"

"Good engaging speaker"

"Liked the examples of the "Aha!" factor"

"I got the most benefit from this on engaging emphasis"

Your Keynote Speaker

Marcia Xenitelis

is the Director of Communication at Work, a specialist business in the area of strategic change management. Her extensive experience in this field includes the following sectors as well as many others;

Financial Services, Banking, Health, Resources, Education, Logistics, Telecommunications, Government, and Management Consulting.

She has spoken at conferences in the USA, Canada, China, New Zealand and Australia.

Her manuals on the topic of change management, employee engagement, and strategic employee communication have been sold worldwide to Fortune 500 companies, universities and over 1000 companies in Australia alone.

She is a past president of the International Association of Business Communicators (IABC) Victorian chapter, and a former IABC Asia/Pacific Board member.



Keynote Details

Marcia's keynote presentations usually go from 45mins - 1.5hrs. They can be tailored to focus on your specific organisational issues if you wish.

For Further Information

If you would like further information on booking Marcia for a keynote presentation for your conference or inhouse training contact us either by

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