



Change Communication and Projects

- Learn how to get stalled IT and Business projects back on track

One day Masterclass program

A recent global survey found that all it takes is just five key tactics to drive successful transformational change. So knowing which change tactics to implement when during the project lifecycle is essential for success. This Change Communication and Projects Masterclass will build your skills in each of these areas and will help you identify how to deal with leadership resilience to change so that business and IT become partners in delivering on time, within budget and full scope of business requirements.

This Masterclass focuses on what to do to get traction with change when implementing projects. It focuses on what processes to introduce to change behaviours to enable change to happen and examines complex case studies that focus on what goes wrong with project management, why and what to do about it using leading edge change communication strategies.

Who should attend:

Communication Managers

Change Managers

HR Managers

Project Managers

IT project managers

PMO managers

Anyone working on a project including IT system implementation, mergers and acquisitions, restructuring and redundancy, new product or services, and office relocations.

Course Design:

This course has been designed so participants will be able to apply the concepts to their actual work situations. You will also have the opportunity to focus on a current change communication issue that you are working on and develop a strategy to create alignment with the project. Pre work questionnaire pre-requisite.

Course content:

Session one: Projects – how to get traction with strategy

- How to conduct the change impact assessment at the commencement of the project
- How to identify what to do first and which tactics suit your organisation
- How to conduct a project alignment review if your change process has commenced
- When to recalibrate your action oriented change communication approach
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Session two: The difference between a change communication plan and an implementation plan

- Understanding the different stages of the project lifecycle
- How to design your action oriented change communication plan to align with those stages
- How to integrate the change plan and the project plan
- What to do when you hit obstacles

Session three: Leadership resilience to change

- How to ensure that leaders own and drive the change program
- What to do when the leadership team are undermining the efforts of others to thwart the change process
- How to influence senior management to adopt your ideas and to drive the changes that you have recommended to achieve the desired outcomes
- Developing leader competency to drive the changes

Session four: Employees and change fatigue

- What to do when the employees are so demoralised they don't want to know about the project
- What to do about resistance to change
- Gap analysis and how to identify risks in achieving change
- The difference between change communication and information
- Process changes behaviour – how to operationalise the change communication strategy

Session five: Ensuring projects deliver business outcomes

- The difference between project deliverables and tangible business benefits
- How to know that employees are engaged with the reasons for the changes
- Tactics to realign your change strategy to stay on track
- How to measure the impact on business outcomes of your change communication strategy