

The Fundamentals of CHANGE THiNKiNG & DOiNG

90-minute Online Class Engagement Mastery

Change Communication and Engagement is like a game of chess involving strategy, tactics, timing and roles.

Our Master class will show you how to create the path of least resistance for your change.

Learn how to apply our unique Habitude CIP engagement model to every change situation by:

- Learning how to layer your change narrative so that it leads your people to the solution.
- Gaining an understanding of the communication roles in change and how to assign them to maximum effect.
- Understanding how to select the right channels at the right time as a tactic to support buy-in.

Master Class Learning Outline – Engagement Mastery

Topic Area	Synopsis	Learning Outcomes
Sticky Communication Master Class	<p>Often leaders and communication teams don't understand the nuances of a change communication strategy comparative to business-as-usual communication.</p> <p>Learn the strategies that will accelerate your change by developing an integrated communications and change engagement program that achieves parallel mobilisation and readiness.</p>	<ul style="list-style-type: none"> • Learn our Habitude CIP engagement model • Build an effective narrative that integrates mobilisation and business readiness • Understand the Communication roles in change and how to assign them to maximum effect • Understand how to apply Channel selection as a tactic to support buy-in