

## **Communicating Corporate Change: Successful Organisational Change**

- Do you want to learn how to plan and execute a successful organisational change?
- Are you keen to implement change but struggling to gain employee engagement and support?
- Would you like to master practical methods to handle the challenges that arise during change implementation?

### **Introduction**

In today's fiercely competitive business environment, change is no longer optional—it is essential for survival and growth. Yet, while organisations continue to evolve, one factor often holds back progress: poor communication. Research shows that even as businesses transform rapidly, employee satisfaction with internal communication has barely improved. Successful change management depends not only on the right strategies but also on the ability to communicate those strategies clearly, consistently, and convincingly. This program is designed to help leaders and managers bridge that gap by mastering the art of change communication. Participants will explore practical approaches to engaging employees, building trust, and overcoming resistance, ensuring that transformation efforts do not stall. By learning how to communicate change effectively, organisations can strengthen alignment, boost morale, and achieve lasting success in their change initiatives.

### **Program Objectives**

This program aims to:

- Improve communication with different people to achieve corporate change.
- Plan and implement change with effective communication
- Provide a different framework for agreeing what communication is needed, and a structure for developing and implementing an internal communication strategy.

### **Learning Outcomes**

After completing this program, participants should be able to:

- Enhance communication within the organisation during the change process.
- Deliver organisation change strategy effectively.

### **Who should attend?**

First-line management, middle management, senior management and anyone who has an interest in corporate change

### **Methodology**

Case studies, forum discussion, role-play, presentations, gamification

### Program Outline

Time	Day One
<b>9.00am– 10.30am</b>	<p><b>Communicating in a World of Change</b></p> <p>During these last decades of the twentieth century, the world has witnessed the emergence of a new political, social, technological and economic environment. New communication technologies are being developed rapidly and made more widely available, although their transfer is taking place through private investment - global media markets are now dominated by a mere handful of transnational companies. With the change of the business environment, there is a need for change in business operations.</p>
<b>10.30am-11.00am</b>	<p><b>Break and Networking</b></p>
<b>11.00am-1.00pm</b>	<p><b>Structure, Identify, and Values</b></p> <p>The current massive development of information and communication technologies increases the importance of global communication that is closely linked with changes in value structures of individual and distinct entities. Intercultural relations are mainly based on an exchange of values and life models that create the connection between various cultures, and search for ways of coexistence of distinct cultures to deepen mutual understanding and minimise the possibilities of communication interferences and ensuing conflicts. This module enables participants to understand the elements of change and how to handle effectively.</p>
<b>1.00pm-2.00pm</b>	<p><b>Lunch Break and Networking</b></p>
<b>2.00pm-3.30pm</b>	<p><b>Customer and Quality Communication</b></p> <p>A change is not an easy task; this module enables participants to use internal research to create change. The participants would learn various methods including an in-depth interview and also focus group study on</p>

	understanding the needs of change and the change elements. The most important, the participants would learn fundamental methods to analyse the qualitative data for communicating change.
<b>3.30pm-4.00pm</b>	<b>Break and Networking</b>

<b>4.00pm-5.00pm</b>	<p><b>Communication in Teams</b></p> <p>The nature of conversation and communication has changed dramatically. We find ourselves communicating faster, more frequently, over greater distances, and with many more people. Yet we seem to be less effective. The role of team communication is essential because the impact of the butterfly effect in a team is huge. Hence, this module helps participants to understand orchestrating communication so that they can communicate the change effectively in a team.</p>
<b>Time</b>	<b>Day Two</b>
<b>9.00am-10.30am</b>	<p><b>Understanding Change Behaviour</b></p> <p>Behaviour change interventions need to take into account the specific psychological and social influences that guide decision-making and behaviour in a particular setting. The participants would apply the designing and implementing interventions that need to become a more iterative process of discovery, learning and adaptation.</p>
<b>10.30am-11.00am</b>	<b>Break and Networking</b>
<b>11.00am-12.00pm</b>	<p><b>Identifying Change Resistant Behaviour</b></p> <p>Change creates anxiety and fear. The current state has tremendous holding power, and the uncertainty of success and fear of the unknown can block change and create resistance. The participants would identify both the physical and emotional reactions are powerful enough by themselves to create resistance to change. But there is more to resistance than our emotional response.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch Break and Networking</b>
<b>2.00pm-3.30pm</b>	<p><b>Overcoming Resistance to Change</b></p> <p>In this module, the participants would learn methods to overcome resistance and effectively implement change. The techniques include how to overcome opposition, effectively engage employees, implement change in several stages, and communicate change effectively.</p>
<b>3.30pm-4.00pm</b>	<b>Break and Networking</b>

<b>4.00pm-5.00pm</b>	<b>Employee Engagement for Organisational Change</b>  In this module, the participants would learn how to apply nudging to form designed behaviour that increases employee engagement during the change process. The participants would learn strategies to achieve adaptation to change.
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