

# Change communication

## SEE – What can we see today?

A culture of change first needs to be created. For management, important issues such as growth, synergy potential and increased returns stand in the foreground. The staff often have other thoughts: We're facing something new! What does that mean for us? What will happen to my job? This results in a loss of productivity, lack of motivation or doubts about the management. Acceptance needs to be actively achieved. A central element in this is communication.

## DO – Where do we take action?

Important components of a successful communications strategy are the formulation of core messages, the identification of the important target groups and the selection of the appropriate media form:

1. Description of the current situation and identification of critical fields of action (status quo/target)
2. Formulate messages, content and solution pathways, convey credibility and involve management
3. Training for those involved and support for implementation

## GET – How will you benefit?

You convey your vision/strategy convincingly and successfully:

Clear core messages, suitable media, support for implementation.

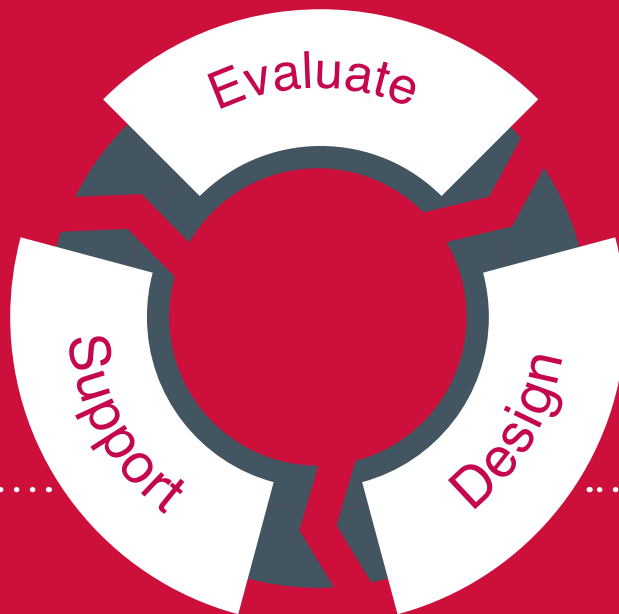
With intensive change communication you inform and motivate managers and staff.

When all are well-informed they feel involved and take part in shaping the process.

A true culture of change develops.

# Our products & solutions

- 1. A to B Profile
- 2. Performance Navigator
- 3. Development workshop



- 1. Executive Coaching
- 2. Train-the-Trainer
- 3. Change communication

- 1. New leadership skills
- 2. Accelerate projects
- 3. Redesign training