

Communicating Change

Building a Coherent Persuasion Strategy

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Drive Change in Your Organization with a Persuasion Campaign.

Workshop-Topics

- The Communication Process
- Your Role in a Persuasion Campaign
- The Neuroscience of Persuasion
- The Four Phases of a Persuasion Campaign
- Crafting Persuasive Messages
- Get into Action: Craft Your Persuasion Plan
- Persuasive Message Practice

Included

- Best Practice Transfer: Learn from Successful Change Communicators
- A Workbook of Useful Communication Tips and Practice Exercises
- } Tools and Templates for Creating Your Own Persuasive Communication Plan

Seminar Leader



Professor Dr. Gordon Adler
Adler Way Communication

DESCRIPTION OF THE WORKSHOP

Faced with the need for change, most managers transform the organization's strategy, then worry about people, pay, and processes: shifting around staff, realigning incentives, and rooting out inefficiencies. They then wait patiently for performance to improve, only to be bitterly disappointed when the right things don't happen. What can change leaders do? For change to stick, they must design and run an effective persuasion campaign. For such a campaign to work, managers need to create a four-part communications strategy.

This workshop will show you how to create and implement such a strategy. You will work on a specific communication challenge from work, one that demands an effective communication response. Before the workshop, you will share some details about the challenge so that the content can be tailored to your needs. During the workshop, you will practice a variety of persuasive and strategic communication exercises. You will leave the seminar with your own persuasion campaign and the tools to implement it.

THEMES OF THE WORKSHOP (1 DAY)

The Communication Process: How Persuasion Works

- Sender, Receiver, Message, Channel, Filters

Your Role in a Persuasion Campaign

- The Traits of Effective Persuasive Communication
- Your Change Situation: Your Role and the Communication Required
- Assess your Communication Effectiveness

The Neuroscience of Persuasion

- The Autopilot System (Emotions and Intuitions) and the Intentional System (Rational Thinking)
- The Impact Equation
- Barriers to Change: SCARF Model & Dysfunctional Routines

The Four Phases of a Persuasion Campaign

- Set the Stage for Acceptance: Convince Employees that Change is Necessary; Demonstrate Why the New Direction is the Right One.
- Create a Frame Through which Information and Messages are Interpreted: Position and Frame the Preliminary-Change-Plan; Gather Feedback and Announce the Plan

WHO SHOULD ATTEND

This workshop is designed for anyone in business who has to implement change, especially managers, leaders and senior executives who are looking for tools and methods to make their change communication and persuasive skills more effective.

LANGUAGE AND COURSE MATERIAL

The workshop will take place in English. Prof. Dr. Adler understands and speaks German and Swiss German, so participants may practice their stories in German.

All participants will get a "workbook" of information, templates, readings and exercises that they use during the day, and can refer to after the seminar.

SEMINAR LEADER



Prof. Dr. Adler has more than 35 years of managerial, operational and academic experience in the US and Europe. He teaches at top business schools on leadership- and corporate communication, strategic storytelling and effective management writing. He has extensive experience facilitating executive development programs and delivering communications products in Europe, Africa, Asia and the USA. Clients of Dr. Adler's company, Adler Way, include more than eighty of the world's leading international companies. Dr. Adler's books include the best-selling «Management Communication» (FT), «Winning at Service: Lessons from Service Leaders», and «Case Writing for Managers: A Survival Guide». Dr. Adler has degrees from Harvard-, Boston- and Stanford University.

- Manage the Mood through Constant Communication
- Reinforce Behavioral Guidelines to Prevent Backsliding into Old Habits

Crafting Persuasive Messages

- Your Style, Strengths, Values and Beliefs
- Your Mission, Vision, Values and Purpose
- Know Your Stakeholders and Map them
- Engaging Messages with a Call to Action

Get Into Action: Craft Your Persuasion Plan

- Messages
- Channels (also Listening; One-on-One Conversations)
- Timing
- Desired Results

Practice a Persuasive Message

- Video, Coaching, Feedback

WE ALSO OFFER THESE TWO WORKSHOPS WITH PROF. ADLER

Strategic Business Storytelling

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I LOOK FORWARD TO YOUR CALL

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