

## **TRUSTMAKERS' Corporate & Workplace Communications Training 3: Communicating Through Change**

***Are you ready for change?*** This course will help you get ready, address the people side of change management, and communicate change successfully.

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### **Overview**

This session will help you communicate change whether you are:



**Leading Change** (guiding a team through changes you initiate)

**Implementing Change** (applying someone else's change to your team's way of working)

**Navigating Change** (experiencing workplace change that impacts your way of working)

In this course, our focus is on successfully communicating change. We will begin by introducing you to key themes and considerations of change management before shifting exclusively to communication. Understanding who's involved, organizational factors that influence project success, and resourcing will inform your communication decisions and help you draft a communication plan. Your draft may be used to help you plan an upcoming change, help you understand your team's needs for a planned change or it may be used to help you advocate for resources you personally require to navigate change.

The content typically encompasses:

- Roles in change management
- How to gauge and address your organization's readiness for change
- Understanding budgets, resources, and team structures
- Understanding the personal experience of change
- How to encourage support and address resistance
- The difference between training and competency and how to support both
- Reinforcement and feedback loops
- Building your change communication plan including messaging, formats, and feedback



Change Management Professor  
and Certified Change  
Management Practitioner  
Glendalynn Dixon shares her  
experience and expertise  
through self-directed modules  
and a live workshop.

## Who should take this training?

People working in public sector, private, and non-profit organizations who lead, implement, or navigate change. Executives, managers, subject matter experts, and communicators will be better able to prepare for and deal with change.

## Why take the training?

It is not who you say you are, it is who you prove yourself to be, especially when things are changing. This statement is at the heart of our approach to change management. How you and your organization manage and communicate change will determine whether you build trust and support or erode it.

## What to expect

### A. Pre-course Information

You will be sent a brief form to fill out that asks about your previous experience and to identify a subject for the practical exercises during the session.

### B. E-learning modules (asynchronous)

In advance of the session, there are short eLearning modules to complete. These modules consist of videos, downloads, and automated quizzes that take a combined total of 30 minutes or less to complete.

### C. Live training session

During the live training session, you will explore preparing for and dealing with change. In the practical exercises, you will work through the elements of a plan and prepare a draft you can further develop and implement following the training. The live session is between 3 and 4 hours in duration.

## We are booking sessions now



Contact

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See [TRUSTMAKERS.ca](http://TRUSTMAKERS.ca) for more information about all our communications training programs.

## ABOUT US



TRUSTMAKERS™, a division of Rutherford McKay Associates, is one of Canada's most recognized communications and media relations training companies.

Founded in 2000, we continue to provide courses to thousands of participants in all sectors and all parts of Canada, and in the U.S. From Iqaluit and Yellowknife to NORAD headquarters in Colorado Springs, from Victoria to St. John's, from Ottawa to Washington, D.C., we are a trusted partner of those wishing to communicate clearly and authentically.

*Find out more about all our training courses and related services at:*

**www.TRUSTMAKERS.ca**