

Our trainings show effect



flow change®: expand change competencies

seminar program

change communication



Keep up Communication – Specific Communication During Process of Change

As manager you are highly motivated to break down existing structures and to change matters. In order to ensure that your co-workers will follow you all along the way their constant involvement will be needed.

The appropriate communication during a change will help you. Right from the onset sensibility needs to be shown by you in regard to the internal communication process. Good observation and listening are needed as to what and how is spoken regarding the change. In doing so you are building the foundation for an effective communication within the change process.

In this seminar you will learn how to get your team on board starting with the introduction of the project. You will receive the tools – from internal marketing to one to one talks – involving all concerned during the entire period of the process of change. You will be shown how typical mistakes are to be avoided, how to motivate your team and to react correctly to various motives and requirements. It is evident that in each phase of the change process appropriate communication is needed. The handling of this communication is lying in your hands.

Target Group

- Managers, prospective managers, change agents, people who want to implement changes in their organization

This in-house seminar is tailored to your individual needs. Contact us so that together we can develop a tailor-made training concept for you.

Main Focus

- Communicating benefits – creating a communication concept
- Stay in touch – get to know the variants
- Moderating and communicating decisions
- Powerfully stage the start – reduce ambiguities
- Conduct solution-oriented dialogues with individuals and groups
- Effectively design evaluation rounds in the current process
- Typical communication traps and how to avoid them

Contact

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change communication: Example Topics from the Seminar Contents

Moderating Processes in Change

Are the employees of your organization only affected or actually involved in change processes? In order to make change a success, you should take your team on board. For example, the GROW model for moderating change processes will help you.



(by Whitmore)

Benefit from resistance and conflict in the change process	
Function of a conflict	benefit
Conflicts make differences aware	<ul style="list-style-type: none"> • Roles and responsibilities become clearer • Roles can be changed
Conflicts control group behaviour	<ul style="list-style-type: none"> • Interests and skills become clearer • Work contexts are restructured
Conflicts create complexity	<ul style="list-style-type: none"> • Fake harmonies are exposed • New "realities" can be taken into account
Conflicts create common ground	<ul style="list-style-type: none"> • Limits of individuality become clear • Togetherness is encouraged
Conflicts bring about change	<ul style="list-style-type: none"> • Interests of the participants in the "old" become clearer • Effects of changes become clear
Conflicts stabilize the existing	<ul style="list-style-type: none"> • The importance of routine becomes clearer • Teams or organizations stabilize themselves

(by Schwarz)

The Benefits of Conflicts

Conflicts are exhausting, bind energies and are therefore often not carried out openly, which means that they cost even more energy. If you manage to analyze the possible benefits of the current conflict on an analytical level, it will be easier for you to constructively moderate the conflict. We will teach you the necessary tools for this in the training.