Macrosoft

Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Communication skills

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

189,00 €

PRICE INCL. VAT

232,47 €

including 23 % VAT

PDF SYLLABUS

How to Communicate Change

Clear overview of course topics, training scope and key information.

The training focuses on how to communicate change effectively so that people not only understand it but also accept it. Participants will learn to understand why resistance to change arises, how tension between rationality and emotions works and how to respond to these factors in communication. They will gain a specific model of change communication, learn to create persuasive arguments and work with objections or difficult reactions from colleagues. Practical tips for the everyday behavior of a leader that supports acceptance of change are also included.

COURSE CONTENT

01 **How to Understand the Process of Change**

Resistance to change: reaction to the loss or threat of something known, certain or important Reason vs Emotions 3 levels of resistance to change

02 **Argumentation Path**

Communication of meaning: mobilizing and inspiring "why" Model of change communication Model: WHY - WHAT - HOW - IMPACT - SUPPORT "Leadership story" as one of the most effective argumentation tools Logical arguments Psychological arguments

03 **How to Manage Resistance and Colleagues' Objections to Changes**

Position and motives 10 reasons why people resist changes Turning resistance/objection into a need

04 **Micro-Habits of a Change Leader**

Macrosoft

Vzdelávanie s trvalým efektom

05

Typology of Difficult Colleagues

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

https://www.macrosoft.sk/en/courses/how-to-communicate-change