Change Communication Strategy and Facilitation Course

21 – 25 June 2027
Berlin

AGILE LEADERS
Training Center

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Ref: 966_173699 **Date:** 21 – 25 June 2027 **Location:** Berlin **Fees:** 5700 Euro

Overview

Change Communication Strategy and Facilitation Course is a 1-week course for change managers, communication leads, project managers, transformation teams, and people managers who leave with a Change Communication Plan. Participants connect stakeholder analysis, change narratives, manager communication, employee engagement, communication channels, feedback loops, resistance conversations, and communication measurement through practical tools. The course addresses fragmented messages and weak listening by aligning senders, audiences, timing, and evidence. Agile Leaders Training Center delivers this course on change communication strategy and facilitation.

Who Should Attend

- Teams responsible for organizational change strategy and adoption.
- Functions responsible for internal communication and employee engagement.
- Professionals responsible for project and transformation delivery.
- Leaders responsible for explaining change and supporting affected teams.
- Teams responsible for stakeholder dialogue, feedback, and communication measurement.

The course assumes participants support workplace change initiatives and leaves out general presentation skills and technical project controls.

Departments and Industries

The course supports change communication across corporate services, technology, healthcare, public services, and industrial operations.

- Corporate communication and public relations
- Transformation and project management offices
- Human resources and organizational development
- Technology and digital services
- Healthcare, public services, and industrial operations

Learning Objectives

By the end of this course, participants will be able to:

- Analyze stakeholders, impacts, information needs, and influence.
- Build a case for change and message architecture.
- Apply channel, cadence, and sender selection methods.
- Use listening and resistance-conversation techniques.
- Evaluate communication effectiveness with feedback measures.
- Build an integrated Change Communication Plan.

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Course Agenda

Day 1: Change Context and Stakeholders

- Change Impact and Communication Risk Canvas
- Stakeholder Influence and Impact Matrix
- Audience Segmentation and Information-Need Map
- Preferred Sender Decision Grid
- Communication Governance and Role Charter

Day 2: Narrative and Message Design

- Case for Change Evidence Frame
- Change Narrative Architecture
- Why, Why Now, and Risk Message Sequence
- Audience Message Adaptation Matrix
- Message Consistency and Approval Checklist

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Day 3: Channels and Manager Communication

- Channel Selection and Reach Matrix
- Communication Cadence and Sequencing Plan
- People Manager Conversation Toolkit
- Leadership Briefing and Alignment Guide
- Multichannel Communication Calendar

Day 4: Listening, Resistance, and Measurement

- Two-Way Listening System Design
- Resistance Concern Diagnosis Map
- Difficult Change Conversation Method
- Feedback Loop and Escalation Protocol
- Communication Effectiveness Dashboard

Day 5: Communication Facilitation Practice

- Suggested Exercise: Stakeholder Mapping Simulation
- Suggested Exercise: Change Narrative Facilitation
- Suggested Exercise: Manager Resistance Conversation
- Suggested Exercise: Feedback and Measurement Review
- Capstone Exercise: Change Communication Plan

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Practical Exercises

The course uses suggested activities to connect communication decisions with adoption needs and stakeholder evidence.

- Suggested activity: map affected groups, impacts, influence, senders, and information needs for a transformation case.
- Suggested activity: facilitate a narrative session and adapt messages for executive, manager, and employee audiences.
- Suggested activity: conduct a resistance conversation using listening, reframing, response, and escalation techniques.
- Suggested activity: review feedback evidence and revise a channel and measurement plan.

FAQs

Who suits change communication strategy training, and what does it assume?

Change managers, communication leads, project managers, transformation teams, and people managers suit the training. It assumes responsibility for workplace change and excludes general presentation training and technical project controls.

How does change communication strategy differ from general change management training?

Change communication strategy concentrates on audiences, messages, senders, channels, listening, and measurement, while general change management training covers the wider governance and adoption discipline.

How should stakeholder analysis shape change communication?

Stakeholder analysis shapes change communication by connecting impact, influence, information needs, concerns, preferred senders, and suitable channels to each affected group.

How can manager communication reduce resistance to change?

Manager communication reduces resistance by explaining personal impact, creating safe dialogue, listening for concerns, correcting misunderstandings, and escalating issues that require decisions.

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How is change communication effectiveness measured?

Change communication effectiveness is measured through reach, understanding, sentiment, participation, feedback themes, manager readiness, and evidence that messages support required workplace actions.

Conclusion

Participants take back a Change Communication Plan linking stakeholders, narrative, senders, channels, manager conversations, listening, resistance responses, and measures. The plan makes communication responsibilities, sequencing, and evidence visible. It supports repeatable decisions across technology implementation, service redesign, restructuring, and operating-model change.