MASTERCLASS · TRAINING PROGRAMME

Communication

in change processes

hygge
Organizational Mental Health Promotion Project
By João Paulo Pereira

4 HOURS / IN PERSON OR ONLINE

Change rarely fails for lack of strategy: it fails for lack of conversation. This programme works the communication that sustains transitions, from the first announcement to daily follow-through.

Objectives

- Read change from the point of view of those receiving it and anticipate resistance.
- Structure clear, coherent and honest messages for each stage of the process.
- Use stories, examples and symbols to give change meaning.
- Follow reactions and adjust communication without losing trust.

Themes and training dynamics

20 min	**Change from the inside**	Loss, uncertainty and identity. What happens to people when something changes at work.
35 min	**What blocks change**	Resistance, silence, rumours and message overload. How it shows up and what it reveals.
40 min	**Messages that hold**	What to say, when to say it and what not to promise. Clarity, coherence and active listening.
10 min	**Break**	
40 min	**Stories and symbols**	Creating meaning with narratives, examples and rituals. Communication in teams and difficult meetings.
55 min	**Communication workshop**	Each group designs a change communication plan: stages, messages, channels and expected reactions.
40 min	**Repairing trust**	When communication fails: correct the information, apologise and recover credibility.

End with a change communication plan, with messages, stages and answers to the most likely reactions.

Communicating well means giving change meaning.

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