Leading Change Through Strategic Communication Training Course

30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CW3075_292598

Course Introduction / Overview:

Effective communication is the cornerstone of successful organizational transformation. In an era of constant disruption, the ability of leaders to articulate a clear vision, manage expectations, and foster buy-in is paramount. This course addresses the critical intersection of leadership, strategy, and communication during periods of significant change. Drawing upon foundational principles from experts like John P. Kotter in his seminal work "Leading Change," this program moves beyond theoretical models to provide actionable strategies for real-world application. Participants will learn to craft compelling change narratives, engage diverse stakeholders, and navigate the complexities of resistance and uncertainty. At BIG BEN Training Center, we have designed this immersive experience to equip leaders with the tools to not just manage change, but to inspire and lead it. This training course provides a comprehensive framework for developing and executing a robust change communication plan, ensuring that strategic initiatives are understood, embraced, and successfully implemented, ultimately driving sustainable organizational growth and resilience.

Target Audience / This training course is suitable for:

- C-Suite Executives (CEOs, COOs, CFOs).
- Senior and Mid-Level Managers.
- Department Heads and Team Leaders.
- Human Resources and Organizational Development Professionals.
- Change Management Practitioners and Project Managers.
- Internal and Corporate Communications Specialists.
- Leaders responsible for driving strategic initiatives.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Technology and Telecommunications.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Executive Leadership and Senior Management.
- Human Resources.
- Corporate Communications and Public Relations.
- Project Management Office (PMO).
- Operations and Production.
- Strategy and Business Development.
- Information Technology.
- Marketing and Sales.

Course Offerings:

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

- Develop a comprehensive and strategic change communication plan.
- Identify and analyze key stakeholders to tailor communication effectively.
- Craft compelling and clear messages that articulate the vision for change.
- Master techniques for building trust and credibility during transitions.
- Proactively manage resistance and address employee concerns with empathy.
- Utilize various communication channels for maximum impact and reach.
- Lead engaging dialogues and facilitate constructive feedback sessions.
- Measure the effectiveness of communication strategies and make data-driven adjustments.
- Align all change communication with overarching business objectives.
- Foster a resilient organizational culture that is receptive to change.

Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum knowledge retention and practical application. We believe that adult learning is most effective when it is experiential and directly relevant to the participant's professional challenges. The methodology is built on a blend of expert-led presentations, in-depth case study analyses of real-world organizational changes, and collaborative group discussions. A significant portion of the training is dedicated to hands-on workshops and role-playing simulations, allowing participants to practice communication techniques in a safe and constructive environment. Participants will engage in action planning sessions to develop a preliminary change communication strategy for their own organizations. Continuous feedback from the facilitator and peers is a core component, ensuring a rich and personalized learning journey. The approach emphasizes practical skills over pure theory, equipping leaders with the confidence and competence to lead communication efforts immediately upon returning to the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Change Communication

- The psychology of change and its impact on the workforce.
- The critical link between leadership, communication, and successful transformation.
- Exploring foundational models: Kotter's 8-Step Process and the ADKAR model.
- Defining the role of the leader as a Chief Communication Officer during change.
- Understanding the costs of poor communication in change initiatives.
- Differentiating between change management and change leadership.
- Establishing the core principles of transparent and authentic communication.

Unit Two: Designing the Change Communication Strategy

- Conducting a stakeholder analysis and mapping communication needs.
- Defining clear communication objectives aligned with business goals.
- Crafting a compelling vision and core change narrative.
- Developing key messages for different audiences and stages of change.
- Creating a comprehensive change communication plan and timeline.
- Selecting the most effective communication channels and platforms.
- Integrating feedback mechanisms into the communication strategy.

Unit Three: Executing Communication and Engaging Stakeholders

- Launching the change initiative with impact.
- Techniques for cascading communication through the organization.
- The art of storytelling to inspire action and emotional connection.
- Facilitating town halls, team meetings, and one-on-one conversations.
- Leveraging digital tools and social platforms for engagement.
- Empowering and equipping change champions and middle managers.
- Maintaining communication momentum throughout the change lifecycle.

Unit Four: Navigating Resistance and Complex Scenarios

- Identifying the root causes of resistance to change.
- Strategies for empathetic listening and addressing concerns constructively.
- Managing rumors, misinformation, and the grapevine.
- Communicating difficult decisions with transparency and compassion.
- Crisis communication principles within a change context.
- Navigating organizational politics and influencing key decision-makers.
- Building resilience in teams and individuals during uncertainty.

Unit Five: Measuring Impact and Sustaining Change Momentum

- Establishing key performance indicators (KPIs) for communication effectiveness.
- Utilizing surveys, focus groups, and analytics to measure impact.
- Analyzing feedback to refine and adapt the communication approach.
- Communicating early wins and celebrating milestones to build momentum.
- Strategies for embedding change into the organizational culture.
- Developing a post-implementation communication plan.
- Planning for continuous improvement and future change readiness.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can leaders balance the need for transparent communication with the reality of confidential information during major organizational change?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing intensely on the leadership psychology behind effective change communication, moving beyond standard process-driven models. While many programs teach the 'what' and 'how' of creating a communication plan, our curriculum delves into the 'why' why people resist, what truly builds trust, and how to communicate with authenticity and empathy under pressure. We emphasize the development of a leader's narrative intelligence, teaching participants to craft and deliver compelling stories that connect with employees on an emotional level, rather than just an intellectual one. The methodology is heavily weighted towards realistic simulations and peer-to-peer coaching, forcing participants to confront difficult communication scenarios they will face in their roles. Unlike courses that offer a one-size-fits-all toolkit, this program guides leaders in developing a bespoke communication strategy that is congruent with their personal leadership style and their organization's unique culture. The ultimate goal is not just to manage communication, but to master the art of leading through conversation, fostering genuine buy-in and creating a resilient, change-ready culture.