

FACILITATING CHANGE THROUGH EFFECTIVE COMMUNICATIONS



GENTEX[®]
TRAINING CENTER



Introduction

Most change programmes fail on communication, not on strategy. The Facilitating Change through Effective Communications Training Course teaches professionals how to move people through transition with clear, honest, and well-timed messaging. Participants study change models, stakeholder reactions, resistance patterns, and the communication channels that build understanding rather than compliance theatre. Furthermore, the programme covers leader messaging, line-manager conversations, and measuring whether communication actually landed. Delivered by Gentex Training Center over five days, this programme suits change leaders, HR and communications professionals, and managers. As a result, participants reduce resistance and help change settle faster.

Facilitating Change through Effective Communications Course Objectives

- Explain change models including Kotter's eight steps and the ADKAR framework.
- Map stakeholders by influence, impact, and readiness for change.
- Identify the emotional cycle of change and typical reactions at each stage.
- Design a change communication plan with audiences, messages, channels, and timing.
- Apply the SCQA framework and the pyramid principle to change messaging.
- Prepare leaders and line managers for change conversations.
- Manage resistance, rumours, and misinformation constructively.
- Deliver difficult messages on restructuring, role change, and uncertainty honestly.
- Build feedback channels and two-way communication during transition.
- Measure communication effectiveness with engagement and adoption indicators.

Course Methodology

- Interactive sessions built on recognised change and communication frameworks.

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- Communication planning workshops using real change scenarios.
- Role-plays covering resistance, rumour handling, and difficult announcements.
- Message development clinics with peer review and reframing.
- Case studies of successful and failed change communication.
- Action planning that produces a complete change communication plan.

Who Should Take This Course

- Change managers and transformation programme leads.
- Human resources and organisational development professionals.
- Internal communications and corporate affairs staff.
- Line managers and supervisors delivering change messages.
- Project managers implementing system or process change.
- Senior leaders sponsoring change initiatives.
- Public sector officers managing policy or service change.

Facilitating Change through Effective Communications Course Outlines

Day 1: Understanding Change and Its Effects

- Why change fails: common causes and communication gaps.
- Kotter's eight-step change model.
- The ADKAR model: awareness, desire, knowledge, ability, reinforcement.
- The emotional cycle of change and predictable reactions.
- Change curve behaviour: denial, resistance, exploration, commitment.
- Change fatigue and its effect on receptiveness.





- Self-assessment: current change communication practice.

Day 2: Stakeholder Mapping and Communication Planning

- Mapping stakeholders by influence, impact, and readiness.
- Segmenting audiences for tailored messaging.
- Designing a change communication plan: audiences, messages, channels, timing.
- Building a communication calendar and cadence.
- Sponsor and leader visibility planning.
- Budgeting and resourcing communication activity.
- Workshop: building a complete change communication plan.

Day 3: Message Development and Framing

- The SCQA framework for change narratives.
- The pyramid principle for change messaging.
- The case for change: rationale, urgency, and benefits.
- Framing "what's in it for me" for different audiences.
- Handling uncertainty honestly without creating alarm.
- Plain language, jargon removal, and accessibility.
- Clinic: rewriting weak change messages into clear ones.

Day 4: Delivering Difficult Messages and Managing Resistance

- Preparing leaders and line managers for change conversations.

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- Announcing restructuring, role changes, and redundancies respectfully.
- One-to-one change conversations and listening practice.
- Recognising and responding to resistance types.
- Managing rumours, misinformation, and informal channels.
- Two-way feedback: surveys, town halls, focus groups, and Q&A.
- Simulation: a difficult change announcement and Q&A session.

Day 5: Embedding Change, Measurement, and Action Planning

- Reinforcement communication after go-live.
- Recognising early adopters and sharing progress stories.
- Measuring awareness, understanding, and adoption.
- Engagement surveys, pulse checks, and sentiment tracking.
- Course-correcting communication when adoption stalls.
- Building a 90-day change communication plan.
- Final presentations, peer review, and course consolidation.

Conclusion

By successfully completing the Facilitating Change through Effective Communications Training Course, participants will have acquired practical knowledge of Kotter's and ADKAR change models, stakeholder mapping, communication planning, the SCQA and pyramid frameworks, resistance management, and communication measurement. In addition, they will help people move through change with clarity and dignity. Gentex Training Center delivers this programme through live planning workshops and simulation practice, so participants apply their new knowledge immediately.





FAQs

Q1 What is the "Facilitating Change through Effective Communications" course about?

The course teaches professionals how to communicate change so people understand it and adopt it. It covers change models, stakeholder mapping, communication planning, message framing, resistance handling, difficult announcements, and measurement of communication effectiveness.

Q2 What are the key benefits of the "Facilitating Change through Effective Communications" course?

Participants reduce resistance and rumour, and help change settle faster. Furthermore, they announce difficult decisions with respect, keep trust intact during uncertainty, and track whether messages actually reached people. As a result, change programmes achieve higher adoption.

Q3 What skills will I gain from the "Facilitating Change through Effective Communications" course?

Participants gain change analysis and stakeholder mapping, change communication planning and messaging, difficult message delivery and resistance management, and communication measurement and reinforcement. These four skills combine to guide people through transition effectively.



Q4 What tools, methods, or standards are covered in the "Facilitating Change through Effective Communications" course?

The programme uses Kotter's eight-step model, the ADKAR framework, the emotional change curve, stakeholder mapping by influence, impact and readiness, the SCQA structure, the pyramid principle, communication calendars and cadence planning, feedback channels including pulse surveys and town halls, and adoption and engagement indicators.

Q5 How is the "Facilitating Change through Effective Communications" course applied in real-world practice?

Professionals apply it when launching a restructure, introducing a new system, merging teams, changing service models, announcing role changes, and rebuilding trust after an unpopular decision. In addition, they use it to brief leaders and line managers before difficult conversations with staff.