

Six one-day communication coaching modules for groups of 4 to 6 line managers:

Module 1: Write a compelling text

- Why we read texts
- What good business writing looks like
- How you can improve your texts
- How to use different formats and styles

Module 2: Develop your own key messages and story

- Why you need key messages
- What good key messages look like
- How employee engagement is linked to your ability to give direction
- How to develop your own key messages
- How to cascade other people's messages

Module 3: Build a convincing presentation

- What convincing presentations look like
- How slides impact your performance
- How you can improve your own presentations
- What Steering Committee presentations look like

Module 4: Understand your audience

- Which characteristics matter
- How to analyze your stakeholders
- How to create your own stakeholder map
- How to navigate a matrix organization

Module 5: Make strategy relevant

- Why strategy communication is important
- Which leadership behaviors matter
- How to communicate your own strategy
- How to link your strategy to the company strategy
- How involving employees in strategy development creates ownership
- Facilitation techniques

Module 6: Communicate change

- The psychology of change
- A systematic approach to change communication
- Change communication best practices