



**We all know that being able to lead our businesses through rapidly changing environments is the new business-as-usual, and it's not going to change any time soon.**

**We also know that we need to bring our people with us, and that's often in workplaces where employees are more likely to drag the chain than enthusiastically jump on board.**

**Employee communications must therefore lie at the core of every successful change strategy.**

**The successful implementation of any initiative requires that it is communicated in a way that not only can be understood by the stakeholders but engages their hearts, minds and bodies toward the new direction.**

**What you say and how you say it are critical to minimising resistance points, and authentically engaging and energising your people to reach your outcomes smoother and faster.**

### **Why GroupEMC?**

*We have coached more than 5000 Australian business leaders and public figures over the past two decades and now you can use the same insights to influence people to achieve your corporate objectives.*

*Our expertise and methods are the result of hands-on communications experience, cutting-edge neuroscience knowledge and great corporate consulting expertise.*



**GROUP  
emc**

## **COMMUNICATIONS FOR IMPROVED CULTURE & PERFORMANCE**

**engaging the heads, hearts & bodies of your workforce to embrace change & lift performance**

This program teaches executives how to analyse and segment the internal target audience, based on their mindsets, beliefs and sentiment toward change.

It teaches participants how to then effectively frame communications to ensure messages land and connect with the workforce, reduce their anxiety, and persuade them toward the desired direction.

### **Who it's for:**

- CEO's and business managers
- Senior Management teams
- HR Managers

### **What you'll learn:**

- Aligning workforce messaging with action outcomes
- Connecting Transformational and/or Transitional vision with mass audience behaviours
- Identifying and overcoming audience resistance points
- Utilising strategic communication to lead through change
- Messaging to your workforce with total clarity

### **How you'll learn:**

- 1 day program
- explanation and provision of specific tools and techniques

### **What you'll take away:**

Each participant receives a comprehensive suite of customised handouts and template tools

### **For bookings and enquiries:**

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