Change Communication Management Training Course

Professional Development Training Course Outline

Category	General Training	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s fast-evolving digital transformation, organizations face constant disruption driven by AI adoption, agile restructuring, remote work evolution, and enterprise-wide change initiatives. Effective Change Communication Management (CCM) has become a critical capability for leaders, HR professionals, project managers, and communication specialists who must ensure smooth transitions, reduce resistance, and increase stakeholder alignment. Change Communication Management Training Course is designed to equip participants with advanced tools and frameworks for delivering clear, consistent, and compelling change messaging across all organizational levels.

Modern enterprises succeed not just by implementing change, but by communicating change strategically to build trust, engagement, and psychological safety. This program integrates stakeholder mapping, change storytelling, leadership communication, crisis messaging, digital communication strategies, and behavioral change psychology. Participants will learn how to manage resistance, enhance employee experience, and drive adoption through data-driven communication strategies and omnichannel engagement models that align with global best practices.

Programme Curriculum

Change Communication Management Training Course

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Course Duration

5 days

Course Objectives

1. Master Change Communication Strategy Development for enterprise transformation
2. Understand organizational behavior and change psychology
3. Apply stakeholder analysis and engagement mapping techniques
4. Build effective executive communication and leadership messaging
5. Design omnichannel internal communication frameworks
6. Manage employee resistance and change fatigue mitigation
7. Develop crisis communication and risk messaging plans
8. Use digital transformation communication tools and platforms
9. Enhance employee engagement during organizational change
10. Implement storytelling techniques for change adoption
11. Measure impact using communication KPIs and analytics dashboards
12. Align communication with agile transformation and lean change management
13. Strengthen culture transformation and behavioral alignment strategies

Target Audience

1. HR Managers & HR Business Partners
2. Change Managers & Transformation Leaders
3. Internal Communication Specialists
4. Project & Program Managers
5. Corporate Communication Teams
6. Team Leaders & Department Heads
7. Organizational Development Consultants
8. Senior Executives & C-suite Leaders

Course Modules

Module 1: Foundations of Change Communication

- Principles of CCM in modern enterprises
- Role of communication in change success
- Change lifecycle communication planning
- Barriers to effective messaging
- Case Study: Microsoft cloud transformation communication strategy

Module 2: Stakeholder Mapping & Analysis

- Identifying key stakeholder groups
- Power-interest matrix application
- Communication segmentation strategies
- Behavioral profiling techniques
- Case Study: NHS digital transformation stakeholder engagement

Module 3: Leadership & Executive Messaging

- Crafting executive narratives
- Tone, clarity, and authenticity in leadership communication
- Aligning vision with employee expectations
- Handling resistance from senior stakeholders
- Case Study: Satya Nadella’s leadership communication at Microsoft

Module 4: Digital Communication Strategies

- Omnichannel internal communication systems
- Use of intranet, email, Slack, Teams, and social tools
- Video-based communication strategies
- Automation in internal messaging
- Case Study: Google Workspace adoption communication rollout

Module 5: Change Resistance Management

- Psychology of resistance to change
- Emotional intelligence in communication
- Conflict resolution techniques
- Building trust and transparency
- Case Study: IBM organizational restructuring communication approach

Module 6: Storytelling for Change Adoption

- Power of narrative in transformation
- Building compelling change stories
- Visual communication techniques
- Employee advocacy programs
- Case Study: Airbnb culture transformation storytelling

Module 7: Measurement & Analytics

- Communication KPIs and success metrics
- Engagement rate tracking
- Sentiment analysis tools
- Feedback loops and surveys
- Case Study: Amazon internal communication performance analytics

Module 8: Crisis & Transformation Communication

- Crisis messaging frameworks
- Risk communication planning
- Real-time communication strategies
- Reputation management during change

- Case Study: Boeing crisis communication lessons

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com