

# Ensuring the Success of Organisational Programmes



## Maximising Change Programme Success Through Increased Buy In, Clarity and Communication



An effective way to ensure your programme team is aligned, and understands how to communicate the concept, brand, and success criteria for their programme.

### Typically the programme delivers:

- Increased clarity, alignment and motivation of the key people
- A written output which succinctly communicates the core concept and essence of the initiative, including a basis for internal brand development, communication planning, and operational team design
- Some initial parameters on what to /what not to focus on, as the programme progresses
- An early warning of any incongruence or obstacles

*“We all thought the day was really useful in bringing together our thoughts behind the “brand” and our aspirations are for the Academy. From a comms perspective it helped to clarify our target audiences and inform our strategy and any subsequent activities we undertake.”* Shadow Board member for National Skills Academy Social care

### Is it worth it? Can you afford not to do it?

What is the opportunity cost of your programme being ineffectively delivered, or late, with stakeholders not aligned or disengaged? Pricing starts at £5,000 for this intervention, to make procurement simple and rapid. Organisations that have used this workshop initially as a ‘rescue’, often for the next programme use it as an inoculation.....

### How we do it:

- We run an intensive 1-day workshop for the key project team and sponsors (upto 20)
- We facilitate using a mixture group coaching, brand planning and business strategy tools
- We write up the output of the workshop crafting a succinct representation of the core concepts and the way forward.

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