

Maximising Change Programme Success



Ensuring programme alignment and clarity & buy in



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

How we do it:

- An intensive 1-day workshop for the key project team and sponsors.
- We facilitate using a mixture group coaching, brand planning and business strategy methodology. Ensuring true clarity, alignment and consistency.
- Our output then forms the basis for internal brand development, communication planning, and operational team design

Who it is for?

- A new programme, or strategic initiative where there is a need for alignment, clarity and a tangible definition of success
- When a team needs further clarity on how to communicate a succinct and compelling concept or 'brand' to its audience
- When a team needs to ensure full stakeholder buy-in and shared success criteria

"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?

What is the opportunity cost of having stakeholders not aligned or the programme ineffectively delivered, or late? We price this intervention at £5,000, to make procurement simple and rapid. Organisations that have used this intervention initially as a 'rescue', often for the next programme use it as an inoculation.....

For more information please contact:

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