

# Communicating to Inspire Change

## Crafting and Sharing a Compelling Vision

Even if it's necessary and urgent, business leaders can't drive breakthrough change by themselves. They must be able to convince others that the difficult, time-consuming challenge is worth the effort.

The successful change agent must be able to inspire people, and get them excited to embark on the challenging journey ahead.

### Communicating to Inspire Change will give leaders the tools to:

- Establish a need and urgency to change
- Create and communicate a compelling vision for the future
- “Lead out loud”

This course will provide leaders with an opportunity to discuss and reflect on the communication aspect of change, so that they can better “sell” a necessary change to the rest of the organization.

Developed in Partnership with

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### Learners will attain:

- An introduction to the principles of effective leadership communication
- The knowledge to develop a communication plan to announce change and communicate effectively throughout the initiative
- The ability to “lead out loud” to drive change within the organization

### Author



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## Course Outline

### DAY 1

#### Making the Case for Change

- Set Goals
- Change Initiatives
- Kotter on Communication
- The Impact of Communication on Change

### DAY 2

#### Leadership Communication

- Diamond Case Study
- Stories to Inspire Change
- Leadership Communication

### DAY 3

#### Creating and Communicating a Vision

- Creating a Compelling Vision
- Asda Case
- Archie Norman Speech

### DAY 4

#### Inspiring Change

- From Motivation to Inspiration
- Stratacom Case
- Revisiting a Change Initiative
- CIC Checklist

### DAY 5

#### Interactive Capstone

- Cohort members, faculty and a moderator synthesize learnings from the week and develop insights for next steps.