

Is change communication the missing link in your change projects?

Tuesday 3 October 2017, 08:00-12:00, Copenhagen

We know that only **33%** of all projects succeed. Now it is time to change that number! We hereby invite you to learn the basics of change communication and gain real-life insight into the importance and positive effect of communication when implementing real change in organisations.

One of the biggest challenges for management when implementing a new strategy, a new system or a new process is getting the organisation on board. As many as **67%** of all projects will not realise their original intent. According to a study conducted by the Project Management Institute, poorly managed communication accounts for more than **50%** of the capsized efforts. At the same time, there seems to be a discrepancy between executives' and project managers' view on communicative performance. **62%** of executives perceive themselves as succeeding in

communicating strategic alignment, while only **43%** of project managers agree with this self-evaluation. We know that projects with effective communication reach their objectives **80%** of the time. But despite the acknowledgement that communication is key when implementing change, change efforts still fall short due to poorly designed (if any) communication.

These conclusions point in the same direction, i.e. that a clear and well-thought-out communication strategy is key to successful change projects.

Learn 7 steps for how to ensure better change communication

At the event, you will learn about our 7-step approach to ensuring better change communication. This approach has been developed based on our experience working with communication in a broad spectrum of change projects. Among other things, you will learn about the importance of understanding and engaging people, as they are ultimately the ones who must change behaviour and habits to make change happen.

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Get insights from real-life cases

To put change communication into a real-life context, you will experience case presentations from our clients DONG Energy Wind Power and Novo Nordisk:

► How DONG Energy Wind Power made their new strategy roll-out anything but traditional

Michael Sonnerborg, Head of Strategy, DONG Energy Wind Power

► How Novo Nordisk joined three areas into a new organisation – while still preserving the distinct character of each area

Mette Lindegaard Attrup, VP, Strategic Development, Novo Nordisk

The morning will be rounded off with a discussion and conclusion session followed by networking and a snack. We are looking forward to seeing you!

Change Communication at Implement

Implement is dedicated to helping businesses change with impact.

As part of this mission, we aim to help businesses utilise communication to execute change projects more successfully, more effectively and more profitably.

In Change Communication, we are a team of strategic communication professionals with a common goal; to make communication an integrated part of all change and transformation projects, whether big or small. Because we believe that change communication is the strongest tool to create real change with impact in any project.

PRACTICAL INFORMATION

Time

Tuesday 3 October 2017,
08:00-12:00

Place

Implement Consulting Group
Strandvejen 54
2900 Hellerup

Price

Free of charge

Enrolment

implementconsultinggroup.com/missinglink

Participants

This event is aimed at individuals leading change and strategy projects, communication professionals and others interested in change communication.

Contact

If you have any questions about the event, please contact:

Monique Maree Benigna
+45 4138 0058
mobe@implement.dk

Troels Dahl-Nielsen
+45 2362 6661
trda@implement.dk

Lars Hancke
+45 4138 0048
laha@implement.dk

PROGRAMME

- 08:00** Breakfast and networking
- 08:30** Perspectives on change communication
• *Lars Hancke, Partner, Implement Consulting Group*
- 09:00** What role does change communication play in organisational change projects?
• *Michael Sonnerborg, Head of Strategy, DONG Energy Wind Power*
• *Mette Lindegaard Attrup, VP, Strategic Development, Novo Nordisk*
- 10:00** Discussion and conclusion
- 11:00** Networking