

Change Communications that Actually Move Behaviour

Messaging that gets people to act, not just read

Who it's for

Anyone responsible for communicating a change to others, people leaders, project leads, and HR or communications professionals, anyone tasked with writing the email, hosting the town hall, or explaining “why” to a team.

Why this matters

Most change communication is one email, one deck, sent once, and hoped for. But people don't act on information, they act on understanding, and one message rarely gets someone all the way there. That gap costs you:

- **Time** — people ask the same questions in six different meetings because the first message never actually landed.
- **Cost** — a poorly communicated change gets re-explained, re-sent, and redone, burning hours that should have gone into the work itself.
- **Quality** — when people don't understand why, they comply without believing, and half-hearted adoption looks a lot like the change failing.

This session builds a simple way to say the right thing, to the right person, more than once, so the message actually moves people to act.

Performance objectives

By attending this session, you'll be able to:

- Identify what different people on your team actually need to hear, not just one message for everyone
- Build a message that explains the “why” clearly enough for people to repeat it in their own words
- Choose the right channel and timing instead of defaulting to one email
- Walk away with a simple cadence for repeating what matters, without sounding repetitive

Duration: 3 hours

The communication approach, step by step

- **Map** — figure out who actually needs to hear what, and why they'd care
- **Craft** — build a message around the “why,” not just the “what”
- **Choose** — pick the right channel for each audience, not just email
- **Sequence** — space out repetition so it reinforces instead of annoys
- **Check** — a simple way to tell if the message actually landed, not just sent

How it's delivered: live, virtual workshop. Working through a real communication you need to send, you build it live in the session, side by side with support, so you leave with something ready to use, not just a framework.

Email us to get started

info@bridlewoodpd.com · www.bridlewoodpd.com