



KPC Creative Communication

Change Programme Delivery Plan

Implementing a Change Programme

The only constant in today's world is **change**.

Be ready for it. Perhaps even invite and embrace change rather than be afraid of it.

Whatever happens, **plan for it**.

Are you:



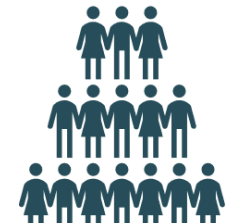
New to the company or role and trying to **unite your team around your vision?**



Merging with or acquiring a new company and concerned to **bring all teams together?**



Making some tough decisions and worried about **keeping morale high?**



Looking to introduce new values or a vision and want to **inspire the troops?**

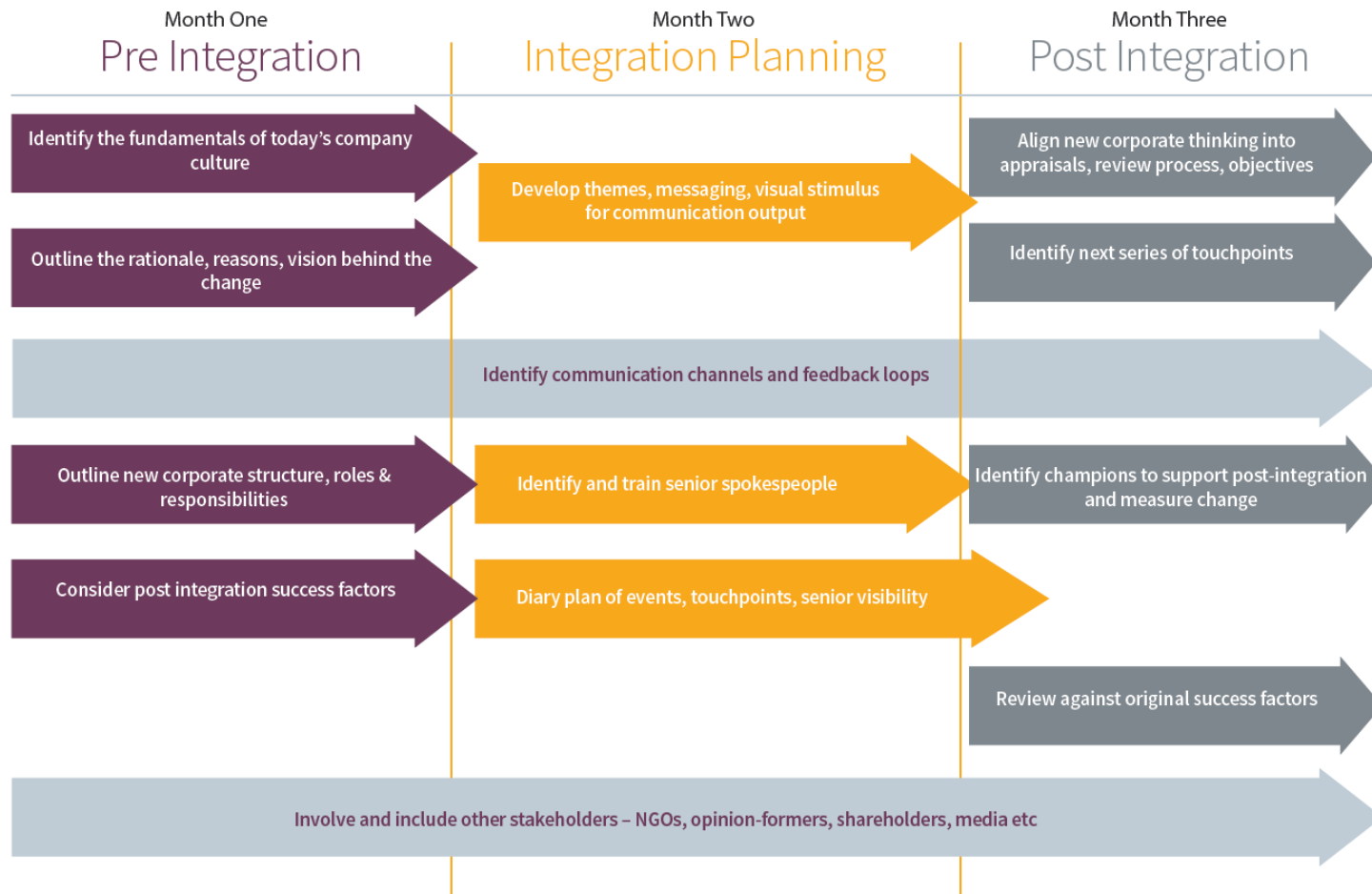
Managing change at the same time as retaining employees and maintaining productivity can be a challenging prospect.

Let us take the worry out of delivering the change, leaving you to concentrate on securing the results you need. We support companies of all sizes through every stage of change management, from pre-planning to execution to evaluation, building campaigns that deliver with the support of everyone on-board.

Implementing a Change Programme



Give us a day – and **we'll give you a 100-day fully detailed, workable plan, ready to execute and measure.** Take a day out to ensure you fully prepare and get the most from the change you are bringing.



A three-month outlook ensures you have a fixed starting point with all the preparation done. And a joined-up activity plan to fully support the changes you need.

Remove the Uncertainty and Embrace the Change



You'll leave with:

A Unifying Message

An insight into the different audiences you need to bring on-side

Compelling messages and ideas to grab attention

A vision and objectives that appeal to everyone

A conscious awareness of the challenges and potential blockers

A Communication Plan

A thorough list of the right channels and ways to engage

A systematic approach to engage all stakeholders, from senior staff to junior and support teams

An activity plan; a phased approach to getting out the right messages and the right time – consistently

Review points and milestones to keep momentum and supply of stories

A Support Structure

Regular touch-points and clear milestones to ensure the plan stays on track

KPIs and other measurements to monitor how far the change is being embedded

Mechanisms to involve champions and identify (and encourage) naysayers

A clear understanding of success and ways to show the change journey

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Deborah and KPC worked for John Laing during my time as CEO. They were instrumental in helping us promote our narrative, company's purpose and values internally and externally. During the COVID-19 crisis they were incredibly dedicated to maintaining contact between our people around the world at a time when all of them were working from home. Deborah is passionate, dedicated and creative. She is a real game changer.

Olivier Brousse, Former CEO, John Laing

We Deliver:

Pre workshop

- Review of your aims and objectives for the change
- 3-5 person research / conversation with current team members

Workshop

- Full day facilitated session at our offices (or external venue - at extra cost)
- Refreshments

Post workshop

- Written up, structured plan outlining the strategy and tasks required
- A series of messaging concepts to help cement the plan
- 3-month activity plan of next steps
- Copies of all tools used during the session

Investment: £2000

Note: Allow 2 week lead-in for KPC to prepare and do all necessary research

You Bring:

- Analysis and insights into the need for the change
- Access to trusted advisers/team members who also lead the change
- Access to current communication channels (via team member responsible)

- Internal comms team members who will help drive the change

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Deborah is always creative and challenging of the norm while always being sensitive to the needs of both people and the business (not always an easy balance to strike but one that Deborah appears to achieve with ease). Her communications skills are unsurpassed in my experience.

Shell Technology Manager



KPC, your team. . .

Some simply 'supply'. A few genuinely help. Marketing that helps your business grow isn't about transactions; it's about a relationship...

Our change management workshop is just the start of our relationship with many of our clients. . .

“KPC has been a dream to work with, extremely reliable, responsive and honest. They truly care about their clients, giving their time to help with any queries/issues even outside the scope of the project. They really do get to grips with what it is their clients need, asking the right questions, providing useful advice/tips and innovative ideas - adding much value to every project.”

Emma Zovich, Marketing Manager, Wise & Co



...let's start one



Thank you

Email: info@kp-comms.com

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