

# LEADERSHIP & MANAGEMENT

QNET presents:

## Communicating for Change

Wednesday, April 4, 2012 - 8:15 a.m. to 4:15 p.m.

Communication is an essential ingredient when implementing change. How you communicate during times of transition has the potential to raise readiness and support your efforts. However, the wrong approach to communication can do just the opposite by increasing resistance and creating a barrier to success.

At this one-day seminar you will learn how to prevent the two most common mistakes many organizations make when communicating during a transition. You will be introduced to communication knowledge, tools and techniques specifically designed to facilitate readiness and prevent resistance.

Participants will learn:

- What messages employees must receive at each stage of the change process, and how they help move employees through the change continuum
- Why delivering the wrong message at the wrong time can increase employee resistance
- How to use Guided Conversation<sup>®</sup> to tap into your organization's natural communication patterns, reducing resistance and raising readiness

**Presenter: Dawn-Marie Turner**, PhD, CMC, is President of Turner Change Management and an organizational change specialist with more than 15 years experience and a doctorate in organizational change and decision science. Her experience includes the development and implementation of change programming, transition planning and executive change management coaching to help organizations maximize the adoption of new systems and business processes.

This workshop is:

- An optional course in the 70 credit hour Certificate in Management Development (CMD)
- Eligible for credit in the CAM:OE (Certificate in Applied Management: Organizational Effectiveness) in partnership with the University of Manitoba Continuing Education

This session is presented in partnership with Industry Workforce Development, Manitoba Entrepreneurship Training and Trade

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**REGISTER NOW** - Fax this form to (204) 949-4990 or register online at [www.qnet.ca](http://www.qnet.ca)

Fee:  \$329.00 + GST for QNET Members  \$399.00 + GST for Non-Members

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Participants will receive location and final details by email approximately 3 business days prior to session. Please contact QNET if you do not receive this information. Cancellations must be received in writing no later than 6 business days prior to the session. After that time, the full registration fee will apply. Replacement participants are accepted at anytime. Invoices will be sent for non-attendance.  
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QNET  
p: (204) 949-4999  
f: (204) 949-4990  
[mail@qnet.ca](mailto:mail@qnet.ca)  
[www.qnet.ca](http://www.qnet.ca)