

LEADERSHIP & MANAGEMENT

QNET presents:

Communicating for Change

Thursday, March 7, 2013 - 8:15 a.m. to 4:15 p.m.

Location: QNET – Suite 660, 175 Hargrave Street, Winnipeg

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[®] to tap into your organization's natural communication patterns, reducing resistance and raising readiness

Presenter: Dawn-Marie Turner, Ph.D., President of Turner Change Management, is an international researcher, speaker, trainer, writer, and certified management consultant (CMC). She has fifteen years of experience in change programming, transition planning and change management coaching. With a doctorate in applied management and decision science from Walden University in Minnesota, Dawn-Marie has developed her own proprietary change transition methodology – DEAM[®]. She has been a speaker at national and international conferences and her work has been published in the International Journal of Quality and Service Sciences and the International Journal of Knowledge, Culture and Change Management. Dr. Turner works to help her clients use change to increase their competitive advantage.

This workshop is:

- An optional course in the 70 credit hour QNET 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 by QNET in partnership with APICS Winnipeg Chapter and Industry Workforce Development, Manitoba Entrepreneurship Training and Trade

REGISTER NOW - Fax this form to (204) 949-4990 or register online at www.qnet.ca

Fee: \$329.00 + GST for Members of: QNET APICS \$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 the 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. G.S.T. Reg # 899755334RT.



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