



LEADERSHIP AND MANAGEMENT DEVELOPMENT

Change Communication and Stakeholder Engagement

3 day course

Classroom, online or in-house

Course overview

In the absence of information people construct their own, and the version that circulates is usually worse than the truth and considerably harder to correct once it has settled. This course covers communicating change before that happens. Delegates work through stakeholder mapping by influence and exposure rather than by seniority, message design for audiences whose first question is what this means for them, and the sequencing that determines who hears what and in what order. Managing rumour and uncertainty is covered directly, including how to say that a decision has not been made without appearing evasive. Engagement sessions and genuine two way consultation follow. The course closes on communicating through the middle of a change, when momentum has gone and the benefits have not yet arrived.

What you will learn

- Map stakeholders by influence and exposure rather than seniority
- Design messages that answer what this means for the listener
- Sequence communication so the right people hear first
- Manage rumour and say honestly that a decision is not yet made
- Run engagement sessions that consult rather than announce
- Equip line managers to cascade a message they did not write
- Sustain communication through the middle of a change

Who should attend

- Internal communications specialists
- Change managers and project communication leads
- HR business partners supporting change rollouts
- Line managers responsible for cascading change messages

Course outline

- 01 People construct their own version
- 02 Stakeholder mapping by influence and exposure
- 03 Message design and personal impact
- 04 Sequencing and who hears first
- 05 Rumour, uncertainty and undecided matters
- 06 Engagement sessions and two way consultation
- 07 Equipping line managers to cascade
- 08 Communicating through the difficult middle

Upcoming dates

Dates	Venue	Format	Fee per delegate
4 to 6 November 2026	Accra, Ghana	Classroom	USD 995
20 to 22 January 2027	Maputo, Mozambique	Classroom	USD 995
17 to 19 March 2027	Online	Online	R6,500

Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia,



Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

AfriScience Group | +27 61 536 6531 | info@afriscience.co.za | Pretoria, Gauteng, South Africa