

Communicating Strategically for Change

Focusing on building a strong connection between organizational strategy, projects, and metrics to help manage change, this session will introduce a new and simple way to help provide aligned, clear communication so individuals understand what needs to be accomplished and why it is the priority now. Blue cards focus on establishing the 'mission' (aka strategy) to help people understand what needs to be achieved and why it is important. It provides freedom within a framework for those tasked with identifying 'how' the mission can be accomplished. Yellow cards focus on capturing ideas for projects aimed at achieving the mission. Attendees will have the opportunity to work through a brief case to show the value of simplifying communication to assist with change management. All attendees will leave with a blue/yellow card that they can take back to their organization.



Presenter: Rhonda Honke

As the Innovation and Growth Strategist at inVision Edge, Rhonda supports clients with gaining clarity on their strategic direction, establishing and running innovation systems, and providing senior leadership coaching. Prior to joining inVision, Rhonda held executive level positions in Human Resources, Information Technology, and Customer Service in the manufacturing and financial services industries. She holds a B. Comm (Hons), a B. Ed. and is a Certified Professional in Human Resources.