

COMPELLING CHANGE COMMUNICATIONS: THE CORNERSTONE FOR GAINING COMMITMENT TO CHANGE

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Effective leaders recognize and understand that resistance is greatest when change is unexpected or unexplained. As a result, they take a proactive approach by developing strategies and compelling communications to minimize resistance, as well as help individuals move through the change curve towards commitment. Communication strategies need to be well thought out and purposeful to create excitement and mobilize people to take action. In this engaging session, you will learn how to create a sense of urgency for the change, how to address individual concerns, and what people need communicated to them in order to gain their commitment to the change.

Through this interactive keynote, Siobhan will introduce you to:

- Determine who the best person is, the frequency and appropriate mediums to communicate change
- Identify who needs to be informed about the change and how to tailor the communication to the audience
- Develop a powerful change communication script that addresses what stakeholders really want to know



Excellent and dynamic speaker. Very useful content and personal examples.

~ Healthcare participant

WHO IS SIOBHAN CALDERBANK

Siobhan Calderbank is a dynamic speaker, an award-winning published author, and an expert in change management and leadership. She has spoken to diverse groups at conferences, events, seminars, and planning sessions to motivate individuals to work more collaboratively. She is a creative, energetic, results-driven speaker with a well-earned reputation for motivating and inspiring client groups.

She offers a unique proprietary 4-step approach to leading change that bridges the generational differences in change and leadership. She has aided teams to develop innovative solutions to achieve their strategic objectives, grow their organization's market share, improve efficiency, increase profitability and enhance culture through engagement.

Siobhan's many years of experience enabled her to fuse together her love of teaching and her passion for change management to become a sought-after speaker that inspires professionals and business leaders to improve performance outcomes.

Siobhan has been praised for her high energy, engaging and effective communication style and award-winning programs. She has completed her Master's degree at Royal Roads University, with a focus on organizational change, leadership development and generational diversity.



For more information or to book Siobhan please contact catherine@pathtotrust.com | 416-829-8529

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