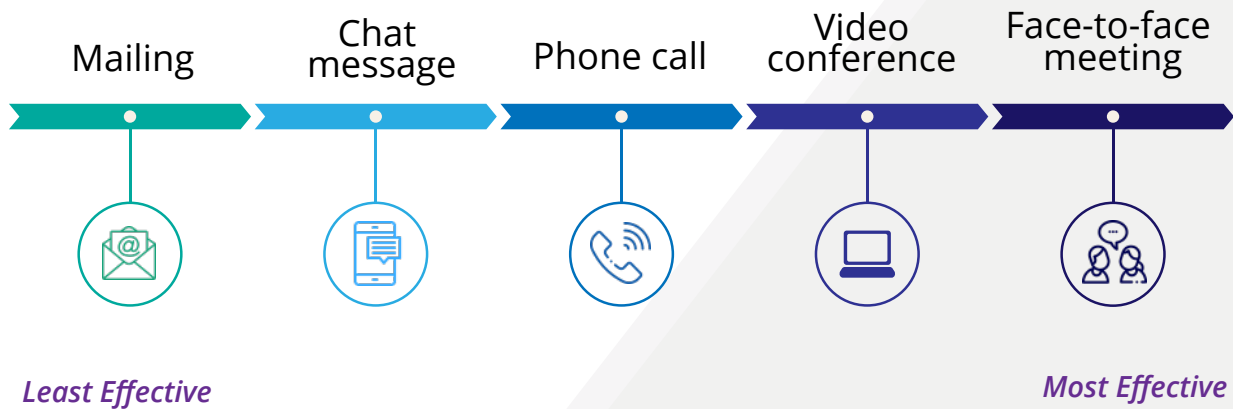




# HOW EFFECTIVE IS YOUR COMMUNICATION?

Many assume that with more and better technology our communications became more effective. Generally speaking, we are most effective when engaging others face to face in a two-way communications fashion, but not always. Change manager's expertise includes helping leaders in organizations implement change communications depending on the intended reach and impact of their messages.



**Interactive communications**

- In-person meetings
- Phone calls
- Video conferences

**Push communications**

- E-mails
- Newsletters
- Project Outlines

**Pull communications**

- Website and landing pages
- Knowledge base
- Management software and apps