

# Tech alone won't deliver change

February 2023

**BETTER COMMUNICATIONS TEAMS**  
Management advice for communicators







# What makes change happen?





# What result do you want?



- ACTIONS
- TASKS
- RESULTS
- PROCESSES



- IDEAS
- EMOTIONS
- HOPES
- PURPOSE



- FACTS
- DATA
- ARGUMENTS

# People trust people

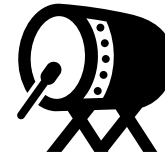


# Five leadership lessons to drive change



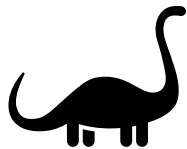
## Management context

- Keep repeating the why and the background



## Drumbeat

- It's a long game – repeat yourself **ALOT**



## Agility

- If it's not working, switch it



## Listen

- Your people will tell you what's wrong with it
- Being listened to is close to love



## Remember

Awareness > Comprehension > Commitment > Capability > Celebration