



**Date of a training:** 14.04.2014

**Venue:** Belarus State Economic University

**Trainers** 1) Natalia Popok, dean of the School of International Business Communications  
2) Natallia Mahilenskikh, head of the department of intercultural economic communication  
3) Maryna Zaranskaya, instructor of the department of intercultural economic communication

**Topic:** "Developing change management culture in the organization. Change game."

The training was held with 3<sup>d</sup> and 4<sup>th</sup> -year students of the School of International Business Communications.

The trainings followed this general pattern:

1. The trainer outlined the goal of the training as well as some specific objectives.
2. The trainer gave a clear explanation of the point in question with specific examples.
3. The participants practiced by playing a change game.
4. Both the trainer and the participants summarized what had been discussed during the training and specify the key points as well as action points.
5. All points are supported with full written notes to take away.

The points discussed and practiced during the training are the following:

- 1) Hurdles that face a manager trying to institute broad change in an organization.
- 2) A "tipping point" approach to management.
- 3) Deductive and inductive thinking patterns.
- 4) Organisational matters: structure, decision-making, action plan.
- 5) Involvement of shareholders: participation, delegation, solving conflicts.
- 6) Communication channels, first message to employees.
- 7) Coordination of communication.
- 8) Monitoring.

To prepare the training, the trainees had used the materials provided during the lectures and training held in Braganca in October, 2013, as well as the materials on effective communication skills available on the Internet.