

In transformation processes, technical expertise is essential, but transformation demands targeted communication that mobilizes people.

**TACTE** is a modular journey to transform technical experts into powerful speakers to become effective change catalysts. Designed to support transformation programs, **TACTE** empowers participants to deliver the **why**, **what**, and **how** of change with clarity, empathy, and authority, turning expertise into tangible impact.

## PROGRAM OBJECTIVES

**Transform technical experts** into change catalysts

**Elevate oral leadership power** to influence peers, persuade executive committee, engage operational teams, and transform large diverse audiences through bold storytelling and strategic hi-impact delivery.

**Drive long-term change leadership** through oral communication, not just processes or KPIs.

# TACTE

**Empowering Transformation Through Targeted Communication**

**Transformation through Advanced Communication Training for Experts**

**Over 5-6 Months**

## PROGRAM FOOTPRINT

**5 1/2**

**DAYS OF  
TRAINING**

**3**

**PERSONALIZED  
COACHING  
SESSIONS**

**1**

**FINAL  
INTERNAL  
EVENT**

## PROGRAM DESCRIPTION AND CONTENT

- 0 KICK-OFF WORKSHOP** Embrace the APT methodology, and alignment objectives.
- 1 INFLUENCE PEERS** Messaging and Ownership Structure peer-level narratives that inspire using voice tone & emotions with Screen Voice®.
- 2 PERSUADE THE EXECUTIVE BOARD** High-Level Corporate Pitching Develop powerful, concise, data-driven transformation pitches to win executive buy-in.
- 3 ENGAGE OPERATIONAL TEAMS** Mobilizing Frontline Teams Activate Empathy & Emotional Intelligence to motivate teams.
- 4 TRANSFORM LARGE DIVERSE AUDIENCES** Presenting to Cross-Functional Groups Speak to inspire broad audiences in high-stakes transformation presentations.
- 5 FINAL INTERNAL EVENT** Rehearsal of signature transformation talks, with optional roadshow presentations for internal events.

## PREREQUISITES

An ongoing or upcoming transformation project and a project team.

## Target Population

Technical experts and transformation actors involved in strategic or operational change initiatives.  
Participants: TBD

