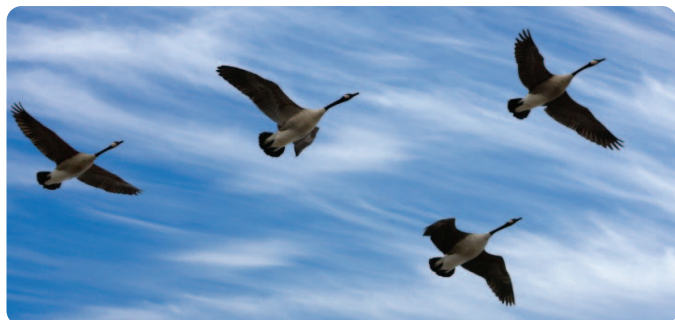


Change Management Consulting (CMC) was set up by Vicki Dawson in 2000 to offer guidance and inspiration to small and medium sized businesses within Greater Manchester. From there it's grown by word-of-mouth and Vicki now helps UK and international organisations, and their people, deal with change.



"Being able to demonstrate your point with realistic and often amusing examples is most effective."

Change Management Consulting: bite-size video for training consultants

Tell us a little bit about the work you do

It tends to be a mixture of group training and one-to-one mentoring: often with new managers or middle managers. Organisational change can have a devastating impact on individuals who are unable to assimilate that change. It's my job to help them adapt their approach to change so that they can accept it and even embrace it.

And you regularly use video in your sessions?

Yes, and always have. The way the mind works for personal development is that people often learn things a lot better if they can visualise them. A video clip gives them a visual message that they can log in their mind, so that in the future they are more likely to recall the learning when faced with that situation. That's a really powerful thing and one of the strengths of video. It is the visualisation that allows people to remember much, much better.

"It is the visualisation that allows people to remember much, much better."

For example, I'm currently working with a college on some one-to-one mentoring with people who want to get through their own glass ceilings. For that I've used small chapters of video from Video Arts *Team Spirit*. It shows characters that are very common in most workplaces - and with whom most of us can identify - making it a really powerful medium for understanding the concepts of both internal and external customer relations. Being able to demonstrate your point with realistic and often amusing examples is most effective.

I've also recently run a course for a group of staff who had had a great deal of uncertainty due to change within their organisation. They felt very 'at sea' and what they wanted was something that would ground them in celebration of what they had already achieved and development of what they wanted to achieve in the future. I used *Dealing with Change* which is very snappy. It set the context and allowed people to openly express how they felt about the changes. I also used *Lessons from the Wild - Geese* at the beginning to get everyone upbeat and then again at the end to send them off on a high. As well as the video clips themselves, it's really helpful to have the support materials from Video Arts and to be able to adapt them, as appropriate, for each delivery.

What is it about Video Arts content that you like so much?

I've been using Video Arts stuff successfully for over 20 years now. I've never gone looking for anything else (in spite of being a change management specialist!) because what Video Arts provides meets my clients needs so well and is consistently reliable.

"I want people to know, from my years of personal experience, that the support Video Arts gives you is absolutely phenomenal."



“...to have Video Arts at the end of the phone for support and advice is just brilliant.”

My experience of Video Arts is that they have never let me down. They continue to use well known experts and actors and that appeals to me hugely.

You're using Video Arts video downloads the moment. How's that going?

I love it! When I've decided what I want to do I go online and browse through the categories and the titles to see what might suit my client best. Once I've made a selection I download it so I can take it wherever I need it - I don't even need to be connected to the internet.

Sounds quite technical?!

I want people to know, from my years of personal experience, that the support Video Arts gives you is absolutely phenomenal. It's really, really important. My skill is working with people and inspiring them. I haven't got time to learn new IT skills while preparing a training presentation so to have a system that is easy to use, and to have Video Arts at the end of the phone for support and advice is just brilliant.



“...Video Arts have never let me down”



About Video Arts digital rentals

Rentals are a low-cost way to get your hands on a relevant piece of video for a specific learning event: whether that's a management meeting, an email message or a formal training event.

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- Course leader's guides designed by subject matter experts
- Course agendas: from 90-minute workouts to full-day programmes
- PowerPoint slides
- Self-study workbooks
- Certificates

All digital rentals come with a link to stream the video over the internet. Many of them also come with a download option.

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