Communication Plans for ERP Rollouts Training Course

Professional Development Training Course Outline

Category	Enterprise Resource Planning (ERP)	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Enterprise Resource Planning (ERP) implementation is not just an IT project; it is a profound organizational change management initiative. The success of an ERP rollout hinges on seamless user adoption, which is impossible without a robust, well-executed communication plan. Communication Plans for ERP Rollouts Training Course provides the strategic framework and tactical tools to transform complex technical changes into clear, engaging, and action-oriented messages across all organizational levels. We focus on mastering stakeholder engagement, mitigating change resistance, and aligning project milestones with transparent communication to ensure executive buy-in and end-user readiness. Participants will learn to craft targeted messages, establish effective feedback loops, and utilize multiple channels for a cohesive, organization-wide narrative, directly impacting project success and ROI.

In the current landscape of Digital Transformation, ERP rollouts often fail due to insufficient focus on the "people side" of change. This program goes beyond basic announcements, offering advanced techniques in change communication, crisis communication, and building a culture of transparency during a high-stakes transition. We emphasize creating a "single source of truth" narrative, leveraging both traditional and digital communication tools to manage expectations and celebrate quick wins. By embedding Change Management best practices into the communication strategy, this course prepares communicators to proactively address resistance, foster an environment of trust, and ultimately drive high-value ERP User Adoption for long-term operational efficiency and business process optimization.

Programme Curriculum

Communication Plans for ERP Rollouts Training Course

Introduction

Enterprise Resource Planning (ERP) implementation is not just an IT project; it is a profound organizational change management initiative. The success of an ERP rollout hinges on seamless user adoption, which is impossible without a robust, well-executed communication plan. Communication Plans for ERP Rollouts Training Course provides the strategic framework and tactical tools to transform complex technical changes into clear, engaging, and action-oriented messages across all organizational levels. We focus on mastering stakeholder engagement, mitigating change resistance, and aligning project milestones with transparent communication to ensure executive buy-in and end-user readiness. Participants will learn to craft targeted messages, establish effective feedback loops, and utilize multiple channels for a cohesive, organization-wide narrative, directly impacting project success and ROI.

In the current landscape of Digital Transformation, ERP rollouts often fail due to insufficient focus on the "people side" of change. This program goes beyond basic announcements, offering advanced techniques in change communication, crisis communication, and building a culture of transparency during a high-stakes transition. We emphasize creating a "single source of truth" narrative, leveraging both traditional and digital communication tools to manage expectations and celebrate quick wins. By embedding Change Management best practices into the communication strategy, this course prepares communicators to proactively address resistance, foster an environment of trust, and ultimately drive high-value ERP User Adoption for long-term operational efficiency and business process optimization.

Course Duration

5 days

Course Objectives

Upon completion of this course, participants will be able to:

1. Define the critical link between ERP Communication Strategy and successful Organizational Change Management.
2. Conduct comprehensive Stakeholder Analysis and mapping to tailor messages for executive, management, and end-user groups.
3. Develop a phased, multi-channel ERP Communication Plan tied directly to the project's Go-Live milestones.
4. Design clear, benefit-focused messaging to overcome common forms of Change Resistance and anxiety.
5. Establish effective two-way Feedback Mechanisms for iterative plan refinement.
6. Articulate the clear Business Value and ROI of the new ERP system for various user personas.
7. Manage and execute Crisis Communication protocols for unexpected system delays or project setbacks.
8. Integrate training and communication efforts for a unified End-User Readiness program.
9. Leverage internal digital platforms for maximizing Digital Engagement during the rollout.
10. Measure the effectiveness of communication efforts using key metrics like Adoption Rates, engagement scores, and information retention.
11. Prepare change champions and managers to act as effective, local-level Change Agents and communicators.
12. Apply principles of visual communication and Data Visualization to simplify complex ERP concepts for non-technical audiences.
13. Champion the importance of consistent post-implementation communication to sustain System Adoption and reinforce new Business Processes.

Target Audience

1. Change Management Specialists/Leads
2. ERP Project Managers (PMs)
3. Internal Communications/Corporate Communications Teams
4. HR & Training Professionals
5. Departmental Managers/Supervisors
6. Business Analysts (BAs) focused on process documentation
7. IT/System Implementation Teams
8. Project Sponsors/Steering Committee Members

Course Modules

Module 1: Foundations of ERP Change Communication

- Defining the Communication-Change Management synergy.
- Identifying and mapping all internal and external stakeholders.
- Establishing a compelling "Why"
- Understanding the different types of resistance and how to pre-empt them.
- Creating a Communication Charter: roles, responsibilities, and decision flow.
- Case Study: The Global Manufacturing Firm.

Module 2: Strategic Plan Development and Phasing

- Aligning the communication plan with the ERP project lifecycle
- Developing a dynamic Communication Calendar and Message Matrix.
- Defining key milestones, required communications, and appropriate channels for each phase.
- Budgeting and resource planning for the communication team and collateral.
- Developing a "Single Source of Truth" for all project information.
- Case Study: The Retail Chain's Phased Rollout.

Module 3: Message Crafting and Tone of Voice

- Techniques for translating technical updates into business benefits for non-technical users.
- Crafting clear, concise, and consistent core messages
- Using storytelling and testimonials to build excitement and trust.
- Segmenting communication based on audience needs
- Developing FAQs and standard responses for common concerns.
- Case Study: The Healthcare Provider's Data Migration.

Module 4: Channel Management and Digital Engagement

- Selecting the right mix of communication channels
- Best practices for effective virtual and in-person town halls and information sessions.
- Leveraging video and simple visual aids for complex process explanations.
- Using project management platforms for continuous engagement.
- Strategy for communicating with remote and geographically dispersed teams.
- Case Study: The Multinational Tech Company.

Module 5: Feedback Loops and Resistance Management

- Establishing formal and informal feedback channels
- Active listening techniques and methods for tracking sentiment.
- Analyzing feedback to identify resistance pockets and adjust the plan in real-time.

- Empowering supervisors and middle managers to address local concerns.
- communicating how feedback was used to build trust and transparency.
- Case Study: The Financial Services Firm.

Module 6: Training Communication and User Readiness

- Communicating the "What, When, and How" of role-based training.
- Creating excitement and motivation for training and skills development.
- Coordinating training logistics and communications
- Messaging to encourage system practice and knowledge retention.
- Using "Go-No-Go" communication to ensure user sign-off and readiness confirmation.
- Case Study: The University ERP Upgrade.

Module 7: Crisis and Post-Go-Live Communication

- Developing a Crisis Communication playbook for technical issues or delays.
- The "Rule of 7" in crisis messaging.
- Communicating support structures.
- Strategies for celebrating quick wins and long-term project success.
- Sustaining communication to reinforce new behaviors and drive continuous improvement.
- Case Study: The Utility Company's Go-Live Hiccup.

Module 8: Measurement, Metrics, and Future-Proofing

- Defining success metrics for communication
- Using communication to drive system utilization and process compliance.
- Conducting post-implementation communication audits and lessons learned.
- Communicating about system enhancements, updates, and the long-term roadmap.
- Integrating communication planning as a permanent part of future change initiatives.
- Case Study: The Tech Scale-Up's Sustained Adoption.

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com