



WHERE LEADERS ARE MADE

## PROJECT DESCRIPTION

### Communicate Change

This project focuses on creating a communication plan by gathering evidence to support the need for change and communicating change with your audience.

**Purpose:** The purpose of this project is to practice the skills needed to effectively communicate change to a group or organization.

**Overview:** Develop a plan for communicating a change to an audience affected by the change. At a club meeting, communicate the change in a 5- to 7-minute speech. You may speak about a real or hypothetical change that affects your club or another group in your life. This speech is not a report on the content of this project, but a speech about how you would or will communicate a real or hypothetical change.

**This project includes:**

- Developing a plan for communicating change
- A 5- to 7-minute speech