

## “In Communication”

- Increase communication during change.
- Speak to everyone in person at least once per week.
- Schedule regular meetings/conference calls with your team.
- Give frequent updates -- even when there is no news. Communicating that “there is no news” will help to mitigate speculation and rumor.
- Give as much information as you can that will be helpful.
- Invite ideas from the group and echo back what they have shared.
- Role model openness, curiosity, and enthusiasm for the future.
- Create more opportunities for the team to interact with one another.
- Be accessible and supportive.
- Acknowledge and reinforce positive change behaviors, such as openness, flexibility, effective stress management, and perseverance.
- Remember to express appreciation to each team member– for who they are and what they contribute to the business.

Communicate the “Five Ws and an H”:

- WHAT the change is...
- WHY it is important...
- WHO will be involved or affected...
- WHEN it will be implemented...
- WHERE it will be implemented...
- HOW it will be implemented...

## “In Control”

- Describe the short and long term vision for the future.
- Suggest next immediate steps towards success.
- Ask for input regarding how each person is going move forward with their own plan.
- Break things down into actionable steps they can see and believe are possible.
- Reach out to identify resources that are needed and work to get them for your team.
- Ease concerns regarding what is beyond the team’s control. Focus conversations on what is within each team member’s scope of control or influence.
- Share your feelings, both concerns and excitement about the change, in an uplifting way.
- Acknowledge emotions as normal responses to change.
- Listen to what others have to say and validate their point of view.
- Actively manage stress – your own and others’.

