

## Communication

Any transformation must be supported by effective communication, and it is important to note that good practices in Change Management can be seriously undermined if they are subjected to bad communication.

Change Communication involves:-

- delivering the vision and purpose of the transformation and its changes to all stakeholders
- delivering messages that are tailored towards specific stakeholders to increase buy-in
- delivering messages informing stakeholders of expectations in terms of new:  
**actions, behaviours and culture**
- providing updates in regards to the change transformation
- providing a means by which those impacted by the change transformation can report back to the transformation team