

Communicate the Change

A good communication plan delivers the right message, from the right sender, at the right time, using the right vehicle. Communicating is NOT telling.

What do they need to know?

- Devote time to understanding your audience
- Develop key messages about the overall change
- Customize key messages for each stakeholder group
- Align to the big picture
- Be transparent

When do they need to know?

- Start earlier and do it more often – lack of communication is common project feedback
- Always start with leaders but don't rely on them to cascade your message
- Don't wait until it's time to change to communicate

How do they want to hear it?

- Think beyond email – way beyond
- Studies show there are two preferred senders – execs and direct supervisors
- Repeat messages 5-7 times in a variety of mediums
- Create opportunities for feedback