

## ***25 strategies for change communications***

What your communications strategy and plan should include (and not include)

Every change project relies on effective communications to share the information that people need and want to know. Regardless of the size, scope, complexity or timing of the change, your communication strategy and plan should incorporate (but not be limited to) sharing these key messages.

- 1. Explain why change is necessary.**
- 2. Explain what will happen if the change doesn't happen.**
- 3. Acknowledge who is impacted and how they are impacted.**
- 4. Describe the desired state in detail and from the perspective of those impacted by the change.**
- 5. Describe the measures that will be monitored to acknowledge performance and progress.**
- 6. Prepare a document with all key information related to the change.**
- 7. Document and answer any frequently-asked-questions.**
- 8. Identify and emphasize the internal and external drivers supporting the need to change.**
- 9. Acknowledge the successes and failures of previous changes and what will be different.**
- 10. Identify what will not be changing.**
- 11. Define what happens to the impacted individuals if they choose to change or choose not to change.**
- 12. Acknowledge and reinforce the opportunity for new skill and experience development.**
- 13. Explain what is and is not negotiable related to the change and the change process.**
- 14. Introduce the key leader leading the change and their role and responsibilities.**
- 15. Introduce the change practitioners implementing the change plan and their role and responsibilities.**
- 16. Explain the change process and journey through the transition.**
- 17. Identify the milestones within the life cycle of the change.**
- 18. Respectfully say goodbye to old beliefs and behaviors and introduce required new ones.**
- 19. Celebrate milestones and accomplishments of individuals and organizations.**
- 20. Identify and reinforce the support available as individuals progress through the life cycle of the change.**
- 21. Create, operationalize and communicate the feedback mechanisms available.**
- 22. Acknowledge other changes happening simultaneously and how they impact this change.**
- 23. Constantly reinforce the why, what and how related to the change.**
- 24. Share the expectations, roles and responsibilities of people when the change is completed.**
- 25. Thank those impacted for their time and effort in achieving the intended results.**