

COMMUNICATING CHANGE: IDENTIFYING THE CHANGE

What is the change? (specifically)	What does not change?	Who does it impact?	Who does it not impact?
Timing of change? (When does it take place? Are there steps? Are all impacted at the same time?)	Business reasons for change? (Are we changing for efficiency, compliance, and/or financial reasons? What is the downside to not doing it?)	How are people impacted? (How will they need to think and act differently? How will they be evaluated differently? How will they be held accountable?)	
Benefits and Losses – From your perspective and what you think employees will think			
Benefits to the Organization?	Benefits to the Department or Team?	Benefits to the Employees?	
What does the Organization lose and how can we minimize?	What does the Department or Team lose and how can we minimize?	What does the Employee lose and how can we minimize?	
What Supports and Resources can be offered? (These include training and education, coaching, mentoring, stress reduction, outplacement, websites for information, EAP services, and open door policies. Who will answer questions?)		What opportunities are there for people who want to help with the change?	

COMMUNICATING CHANGE: PLANNING THE MESSAGE

Use the previous page to develop your change communication. There likely will be several messages depending on the steps of the change, timing, and audience. Use multiple pages to outline different messages and plans.

What is the specific message? (i.e.: the change, the reason, the impact, the benefits, the resources – use PAGE ONE of template to define)	Who delivers the message?	When and how is the message delivered?	How will feedback and input be generated/facilitated and responded to?	How will the message be reinforced? (i.e.: written follow-up, office hours, one-on-ones, different messengers) Strive for 5 – 7 times
My role in supporting this change:				
Modeling Opportunities (showing support, leading it)				
Being Visible and Accessible				
Reinforcing Behaviors (encouraging and rewarding helpful behaviors)				