

CHANGE COMMUNICATION PLAN EXAMPLE & TEMPLATE

Communications Strategy

Our overall communication strategy and approach includes:

- ✓ Communicating the same information consistently and multiple times to be sure to address everyone in the organization and to clarify the intended messages.
- ✓ Having frequent and regular communications activities that people can come to rely upon for getting information.
- ✓ Using a wide variety of media to distribute communications, including meetings, newsletters, web pages, email broadcasts, blogs, etc.
- ✓ Combining broad communications with 1-on-1 & small group interactions (change happens one person at a time)
- ✓ Focusing on vital messages; recognize & minimize “noise” communications
- ✓ Understanding the specific audience frame of reference and developing communication that links to that frame of reference
- ✓ Determining the desired outcome for each communication: “when I’m finished, my listeners will...”
- ✓ Being clear about the desired action or outcome
- ✓ Being timely; all information has a certain “shelf life”
- ✓ Designing communications to influence the organization toward desired culture changes
- ✓ Establishing a continuous feedback loop to test whether communication has been heard
- ✓ Communications that have been issued will be stored on the change initiative’s portal

CHANGE COMMUNICATION PLAN EXAMPLE & TEMPLATE

Example Change Communication Mechanisms:

1. Monthly All-Hands Meetings
 - ◆ Specific topics based on timing of the meeting
2. Broadcast from _____ (executive Change Sponsor and/or Transition Leader)
 - ◆ Tasks done this week (Agile status)
 - ◆ What's next
 - ◆ Issues and resolutions
 - ◆ What this means to me
3. Web site
 - ◆ Archive for all communications
 - ◆ Project plan
 - ◆ Status board
 - ◆ Q&A history
 - ◆ Vision
4. Bulletin Boards/Banners in Common Areas
 - ◆ Calendar of Events
 - ◆ Vision
 - ◆ Milestones and accomplishments
 - ◆ Caught doing something right
5. Surveys or Focus Groups for Feedback
6. Newsletter