

COMMUNICATION MESSAGE TEMPLATE - BIG PICTURE

Executive Change Leader:

CATEGORY	TYPE OF INFORMATION TO INCLUDE
<p><u>What is changing?</u></p>	
<p><u>Why change?</u> (Business Drivers)</p>	
<p><u>What happens if we don't change?</u></p>	

COMMUNICATION MESSAGE TEMPLATE

Operational Change Leader:

To develop your communication (messages), these questions need to have succinct, clear answers. Update this template throughout the change initiative.

CATEGORY	TYPE OF INFORMATION TO INCLUDE
<p><u>What's</u> changing?</p>	
<p><u>Why</u> change?</p>	
<p><u>What</u> happens if we don't change?</p>	
<p><u>What</u> is not changing?</p>	
<p><u>Who</u> is affected?</p>	

COMMUNICATION MESSAGE TEMPLATE

Operational Change Leader:

CATEGORY	TYPE OF INFORMATION TO INCLUDE
<p><u>Who</u> is sponsoring?</p>	
<p><u>When</u> will changes occur?</p>	
<p><u>Where</u> will changes occur?</p>	
<p><u>How</u> will the change happen?</p>	
<p><u>What</u> is expected from you?</p>	