

CHANGE Communication

Change:

Date Effective:

Audience:

Autonomy: Low/Med/High

FEELINGS

How will people feel about this? Awareness of the need for change? Is there a vision to communicate?

ACTIONS

Do people have knowledge on how to change? Do people have the ability to implement new skills or behaviors? Any areas for quick wins?

EFFECTS

Is the change being reinforced by change champions? Will long-term change affect other business lines or delivery methods and processes?

CHANGE

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Change Vision:

Delivery Date:

Delivery Method:

Workload: Low/Med/High

CAPACITY

How are you feeling?
What is your workload?
What questions are you prepared for?

LANGUAGE

How do you want your vision to be interpreted?
How can you get across key details with clarity and care?

PEOPLE

Is this going to affect team performance? Should you communicate to anyone privately or set up a check in again at a later date?

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CHANGE FRAMEWORKS YOU CAN REFER BACK TO

ADKAR

This framework focuses on individual adoption of change.

- Awareness of the need for change
- Desire to participate and support it
- Knowledge on how to change
- Ability to implement new skills or behaviors
- Reinforcement to sustain it

KOTTER

This framework focusing on building organizational momentum.

1. Create urgency
2. Build a guiding coalition
3. Form a strategic vision
4. Communicate the vision
5. Empower action
6. Create quick wins
7. Sustain acceleration
8. Institute the change

ARC OF CHANGE

This framework is adapted from Kubler-Ross

Shock → Resistance → Exploration → Commitment

Normalize the emotional rollercoaster and plan messaging accordingly

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COMMUNICATION PLANNING TIPS

COMMS CALENDAR

Make sure you understand the basics of optimal timing, great change is often about timing.

- Who needs to know what, when, and why?
- Use multiple channels:
 - Email
 - Slack
 - Meetings
- Pair facts with visuals:
 - slides
 - infographics
 - quick videos

CLARIFY PRIORITIES

Make sure people know what to prioritize so they have something to fall back on.

- What's not changing
- What changes now vs. later
- What action is expected today
- What is the overall vision

GENERATIVE TENSION

Creating generative messaging requires balancing urgency and stability in your words.

- “Here’s the problem...”
- “Here’s what’s staying the same...”
- “Here’s how we’ll help you navigate it.”

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BEHAVIORS AND TASKS TO PRIORITIZE

LEADERSHIP BEHAVIORS

- Be vulnerable: “I’m learning this too.”
- Tie to purpose: “Here’s why this matters.”
- Repeat key messages (even when it feels repetitive!)
- Celebrate quick wins
- Make space to listen

CHANGE CHAMPION TOOLKIT

If you have a change champion, equip them with a couple of tools to be successful.

Change Message Template

Problem → Impact → What’s Changing → Support

Change Readiness Checklist

Use this to prep your team before rollout day.

Stakeholder Communications Grid

Map who need what, when, and how--before comms start flying.

Feedback Loop Builder

Keep the conversation going before, during, and after change.