



Communication is a critical element of effectively leading change. It is as simple as answering these 6 questions. Review this document and let it inform your planning.

CHANGE COMMUNICATION PLANNING

(EXAMPLE: new purchasing software or new customer contact process)

1. WHO	2. WHAT	3. WHEN	4. HOW	5. WHY	6. TIMING
<p><u>Internal</u></p> <p>List all internal people who will be impacted by the change you are making (<i>ie, sales reps, finance department, all customer service analysts</i>).</p>	<p>Specifically, what is changing?</p> <p>Using simple, concise language, describe the change here.</p> <p>Imagine you are sitting with a group of employees or customers that will be impacted by the change.</p>	<p>What timeline items are completed (<i>ie, buying software, securing budget</i>)?</p> <p>Include completed milestones so people know where you are in the overall process.</p>	<p>Describe how you will implement this change.</p> <p>Will it be implemented in phases by location or by department? Or will the change happen all at once for everyone?</p>	<p>What is the rationale for the change you are making?</p> <p>Venture back to your original discussions before the decision was made. What was going on?</p>	<p>Most communication plans have multiple timings.</p> <p>List the different times you may need to communicate with different stakeholders.</p>
<p><u>External</u></p> <p>Are people outside of your company impacted by the change (<i>ie, existing customers, suppliers</i>)?</p> <p>List them here.</p>	<p>Explain it in enough detail so they understand what you need them to <u>do differently</u> but not so much detail that overwhelms them.</p>	<p>When will employees or customers need to change? When will training or new tools be available?</p> <p>What will they see next and what do you need them to do by when?</p>	<p>Will you have external support to implement or will an internal change team be leading?</p> <p>Will additional staff be brought in to help the change process be successful?</p>	<p>What problem are you solving with this change?</p> <p>Is there risk in the future if we don't implement this change?</p> <p>Have we been losing competitiveness or falling behind our competition?</p>	<p>Think through the sequence of the different messages and what makes the most sense.</p> <p>It's important to be as forthright as possible and share information as it becomes available during organizational change.</p>