THE ROAD TO CHANGE
COMMUNICATING CHANGE DURING TIMES OF UNCERTAINTY

FEATURES OF PERSONNEL CHANGES
- *Only some stakeholders are aware & engaged*
- *Limited transparency*
- *Specific outcomes are unknown*
- *Large disruption is expected*

STEP 01

SET MEASURES OF SUCCESS
Developing meaningful communication
- *Align outcomes to larger company vision*
- *Attribute specific & individual benefits*
- *Create and execute a cascade plan*

STEP 02

BUILD TRUST & MITIGATE DISRUPTION
- *Create Roles & Responsibilities*
- *Manager Mapping*
- *Develop Hand-offs*
- *Set Deadlines & Milestones*

STEP 03

ENABLE LEADERS FOR CHANGE
- *Assess leadership readiness*
- *Determine critical asks/integration points*
- *Create a Go-Live Toolkit*
- *Prep Checklist*
  - *"Attend all prep meetings," "Rehearse all relevant scripts," "Set meeting times 1 day before announce dates" (See slides 29-33 of Deck)*
- *Announce*
  - *"Conduct 1:1 conversations," "Talk with your teams," Support transitions*
- *Transition*
  - *"Be visible for your team," "Talk with your teams," "Support transition workshops with GPL"*

STEP 04