

Communicating change effectively

Change is a constant in most organisations. And for many people change means threat. So managing the risks presented by any kind of change is an important strategic challenge and good communication can play a key role in meeting it. Here's our quick five step guide to communicating change effectively.

Be clear about your goal

Understanding the change you want to communicate and the outcome you desire once it is implemented is the place to start. Be as specific as you can be around the actions you want to ensue as a result. In cases of where the change may be of high communication, you will also need to recognise that the outcome may be as much around attitude and minimising disruption as it is around actions.

Understand your audiences

Any change message will have multiple audiences so assess the mindset of each audience and set a clear objective for each. Remember also that an audience may not necessarily be directly impacted (though these are the most important) so make sure you have a plan for those who may simply have to manage the fall out of a particular change.

Plan your message

Getting the message right will involve proper consultation with all stakeholders and will take time to prepare. A common mistake is to over-complicate the message and provide more detail than is required. If the message is of high concern to the receiver, s/he will have very limited capacity for detail so focus on no more than three or four key points. Tailor the message carefully to the needs of each audience.

Deliver effectively

All your good work will be wasted if the delivery is wrong. Face to face ought to be the primary channel for any change communication and can be supported by other media. Invest time identifying and preparing the right presenter and remember that less than 10% of meaning is derived from the words used. The rest comes from the way in which those words are conveyed and the body language deployed.

Measure your success

Success is determined by performance against objectives. If you have clarified your objectives properly, the right success criteria should be clearly apparent. Awareness, attitude and actions of each target audience should sit at the heart of these criteria so find an appropriate way to assess levels of each and incorporate as part of the communication process. Make sure you share the outcomes so you can promote the importance of good change communication in the future.

If you require further guidance about any aspect of this toolkit, we'd be very happy to talk further with you!



Ibis Communication
Kingsmead Business Park
Aston Court
Frederick Place
High Wycombe
HP11 1LA

t: +44 (0)1494 616 043
e: info@ibiscommunication.co.uk

www.ibiscommunication.co.uk