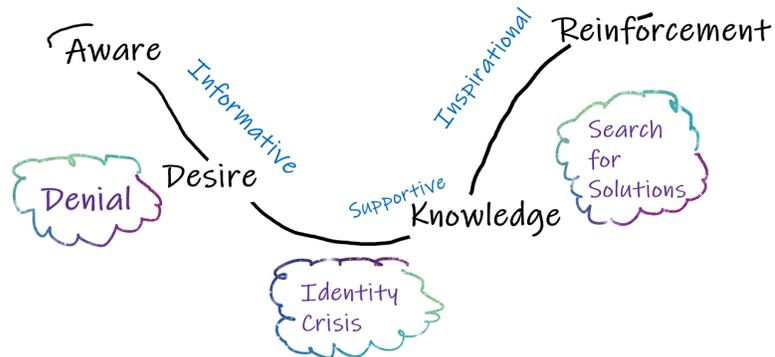




How to Communicate Change



Matching your communication style to the appropriate phase of the change is critical in effective change management. The person who is being impacted by the change is in need of messaging that is in the right style for them to be able to absorb.

Awareness

We become aware of a change. One minute life is routine, the next, you become aware that something about your life is going to change. Because of the state of mind you are in at the time you become aware of the change, the best communication style is an informative one. Just the facts. Keep it simple. With everything else going on in your mind, there isn't room for a lot of additional information.

Desire & Knowledge

As you work through the Desire phase and into the Knowledge phase, you begin to move into what is called Identify Crisis. At this point, your head isn't spinning about the change and you are starting to understand what your new world will look like, but there are still a lot of unknowns so you are still unsure of your ability to step into the change. During this identity crisis phase, the best communication style is supportive. Communication needs to be softer than just the facts. It needs to give a sense of support for the impact it is having on employees. It should reinforce that the change process is normal, everyone goes through it at their own pace, and that nobody is going to be left behind.

Ability & Reinforcement

Finally, as you move out of knowledge and into ability, you are starting to gain a new identity. You are searching for solutions about how you will operate in the new normal. At this point, communication should be inspirational. This is when you start to paint a picture of the new world and how much better it will be than the old one. This is the time to celebrate the change.