

Change Communication *Tips to live by*

Involve not inform

Involving others in a change promotes ownership. Give people multiple opportunities to share concerns, ask questions, and offer ideas, and make following up with answers and updates a top priority.

Be thoughtful & clear

Too much information leads to confusion and irritation. Accurate and timely information is critical. Keep in mind that quantity is fine, but quality and consistency are crucial.

Be consistent

Centralized coordination of communication is key. Pay close attention to agency communications and adapt your messages accordingly.

Repeat messages

It is important to repeat key messages several times. Repeating key messages ensures that what you want to get across is heard by employees.

Tailor to needs

Offer information pertinent to your team member's current frame of reference. Making a change is a personal choice so communications about change must resonate. To be effective, communications must get at what an employee cares about and values.

Face-to-face adds value

Face-to-face communication is the most effective form of communication. While it is more time intensive, do not underestimate the value face-to-face communication creates.

Manage expectations

Don't over-sell or wait too long to deliver bad news. Doing so jeopardizes credibility and sets your team up for disappointment.

