

COMMUNICATING CHANGE

Advise from Strategic Communicators

Fundamentals



- Build Trust
- Show Leadership
- Have a human face and spokesperson
- Create a clear vision for the future
- Admit what you don't know
- Avoid jargon and use terms consistently

Good Practices



- Simple, elegant, persuasive and professional messaging
- Prioritize audiences
- Be clear about who's making decisions, and whether consultation or acceptance is needed
- Manage expectations of your audience
- Communicate in more languages

What people want to know...

- Substantive issues (e.g. mega programs)
- Implications of change
- What it means for me? Why should I care?
- Clear timeline with milestones

What people would rather not know...

- Process and personalities (mixed)

Next Steps



- Support for messaging, dissemination, and capturing feedback to TMT
- Establish a Communications Advisory Group/SWAT Team
- Continued input into Communications Strategy and Plan – living document