



Change Communication Strategy

Change Initiative: _____ Initiative Leader: _____ Date: _____

● LISTEN ● EMPOWER ● SPEAK ● SOLVE

1. VISION

Why is this change initiative important?

2. ALIGNMENT

How does this change initiative align with your organization's strategic priorities?

What other change initiatives is your organization currently experiencing?

3. FEEDBACK

What feedback did the impacted stakeholders provide regarding this change initiative?

How will you adjust your implementation approach based on what you learned?

4. INFLUENCERS

Who are the key influencers in your organization and how can you enlist them to champion the initiative?

Which stakeholder groups are impacted by the change initiative? To what degree are they impacted?

5. KEY MESSAGE THEMES

What are the key messages regarding the change initiative?

🎯 Before

🎯 During

🎯 After

💬 Messages for Managers

💬 Messages for Employees

💬 Messages for Influencers

6. CHANNELS

What are the top 3 preferred communication channels for the impacted stakeholders?

Who needs to communicate through the primary communication channels?

7. STORY

What is the new mindset and desired behavior change?

How are the impacted stakeholders the heroes of this story?

What is in their control? How will they navigate the change?

8. METRICS

What measures demonstrate progress?

How will you measure the results and the new behaviors?

How will milestones be celebrated?
