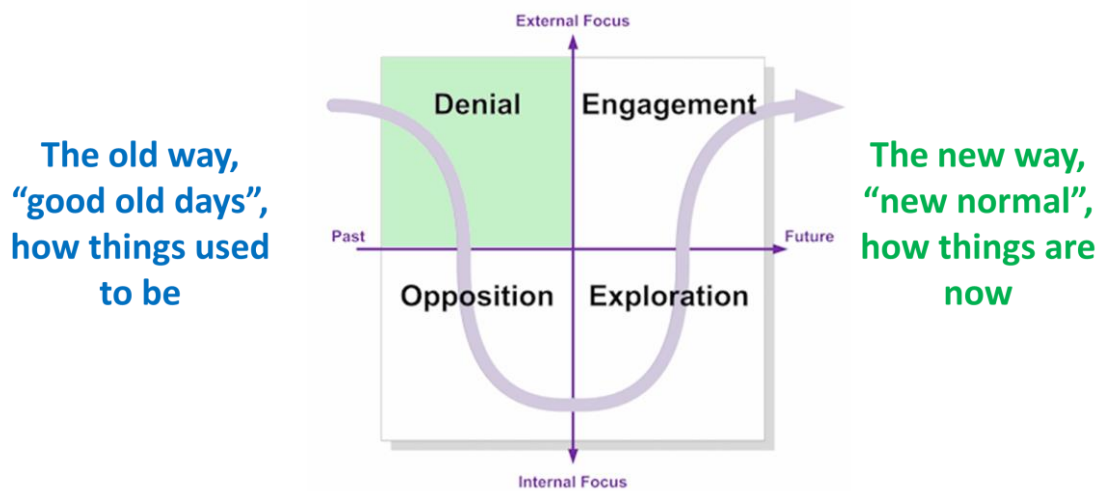
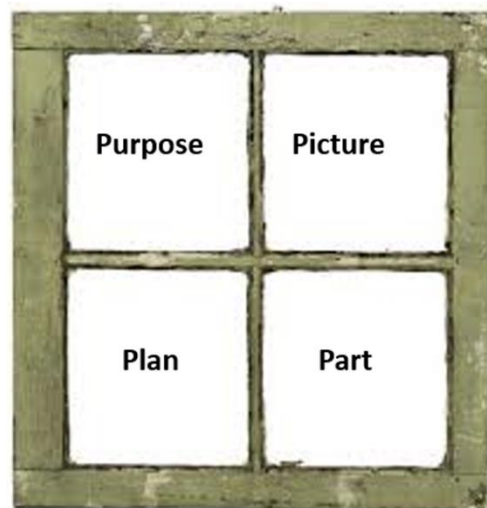




The Four Stages of Transition Through Change



Communication Strategy



Leadership During Trying Times

Authenticity

Presence

Purpose



Checklist for Communicating Change

Step 1: Assess the Situation

- ☐ **Know your audience:** Identify who is affected by the change.
- ☐ **Understand the change:** Document the reasons and vision for the change.
- ☐ **Identify pain points:** Address specific issues that may arise.
- ☐ **Choose channels:** Select appropriate communication methods.

Step 2: Create the Plan

- ☐ **Set objectives:** Align objectives with business goals.
- ☐ **Desired behaviors:** Specify the actions you want to see.
- ☐ **Key messages:** Develop core messages to communicate.
- ☐ **Strategies and tactics:** Plan the communication strategies and tactics.
- ☐ **Feedback channels:** Establish and measure feedback mechanisms.
- ☐ **Action plan:** Outline steps and timelines for implementation.

Step 3: Prepare Key People

- ☐ **Evaluate leaders:** Assess their communication skills.
- ☐ **Assemble change agents:** Include influencers in the process.
- ☐ **Provide tools and training:** Equip leaders for effective messaging.
- ☐ **Feedback channels:** Set up and reinforce expectations.

Step 4: Execute the Plan

- ☐ **Consistent messaging:** Ensure clarity and purpose in communication.
- ☐ **Leader involvement:** Keep leaders visible and engaged.
- ☐ **Frequent communication:** Focus on addressing employee concerns.
- ☐ **Celebrate successes:** Recognize and celebrate achievements.