

Replace the grey instructional text with your own content. Use the [change management information and resources on the Wire](#) to help guide your thinking.

What What do you need to communicate?	When What is the frequency/duration required?	Who Who are you communicating to? Who is impacted by the change? Refer to your Change Impact and Actions plan.		How What is your method of communicating?	Owner Who is responsible for communicating each message?
<ul style="list-style-type: none"> Explain why the change is necessary and set a context for change. Explain the benefits of the change and the desired future state. Explain the risks of not changing. Clarify why the change needs to happen now. Establish the priority for change. Explain what won't change, it creates stability. Clearly explain what they have input on and who has ultimate decision-making authority. Acknowledge the challenges. Explain the what's in it for me. How will this impact your individual team members? Remind why, what it will accomplish and how they have a role. Connect the change to a higher purpose. Share the benefits, share stories of past success, implement rewards, celebrate milestones. 	<p>Communicate needed information often. Connect the dots as you communicate information about the change, without assuming what people know and don't know.</p> <p>How many times are awareness messages reinforced through the entire communications plan?</p>	Team	Employees	<p>Group meeting face to face Group meeting online One on one face to face One on one online Email Newsletters Intranet Training and workshops Project team presentations Executive presentations Posters Letters Special events</p> <p>How will you know if people received and understand your key messages about the change?</p>	<p>Note: the most successful change is leader-led with visible and active executive sponsorship.</p> <p>Will the awareness message be sent by the primary sponsor? Will the message be reinforced by the employees' direct supervisor?</p> <p>Note: enable peers, direct reports, and managers to communicate the reasons for change to employees so that a consistent message is finding its way throughout the organisation – drafted emails, PowerPoint slides etc.</p>