# Communication

The right communication are vital through every part of the change curve.

1. Denial phase – people need information

About :

* What the change entails
* What the goals of the change are
* If and how their roles and teams may be impacted
* What the timeframe is for the change
* Where to go to get help

Use the right medium :

* Use the company intranet, and post on homepage important information about changes.
* Setup online discussion forum

1. Resistance phase – people need support

Help communications team and team manager, for inevitable push back => get together and think through the feedback and objections that employees are most likely to come forward with -> prepare responses. (can help and get more consistent messaging and better support for concerned employees)

The

1. Exploration phase – people need direction
2. Commitment phase – people need encouragement