# 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 internal communications manager has to take the lead. **Empower managers and supervisors to reach out to your team members** to help craft messages, or even just to get a second set of eyes. That way **messages are filtered through one point** – the internal communications team – and they can be reviewed for consistency, thoroughness and tone before going out to anxious employees.

Use intranet software to support individuals, create group chats.

Employees have to identify the referent when they have questions or concerns. Encourage conversation with instant messaging and group chats.

It might even make sense to schedule virtual office hour where managers or important personnel make themselves available for oneline chats on certain days and at certain times. => won’t take time out of employees’ busy days

Intranet discussion forums are great to, it bypass inboxes and give employees a voice.This is a great opportunity for your internal communications team to tap into those prepared responses and provide supportive and helpful answers in the discussion forums.

1. **Exploration phase – people need direction**

Training is a critical area for employees here – communicating training opportunities and making sure documentation is readily accessible are important tasks.

Help employees keep track of the tasks they’re charged with during the change with task and project management software. Use top-notch productivity and collaboration tools – making sure those productivity tools work together. Look for an all in one internal communications software

Store training materials and documentation in a centralized location

1. **Commitment phase – people need encouragement**

 Internal communications managers can help by guiding executive leadership to communicate openly about their belief in and commitment to the change the organization just underwent. Employees need to hear that everything they just went through was for a good reason.

Senior management and middle-management have to continue to openly communicate through this phase

This internal communication manager has an important role in urging management to communicate, crafting and/or reviewing those communications.

Messages now should celebrate success and achievements, and showcase how far everyone has come. Post this message on the team intranet. corporate speak won't do you any favors when it comes to connecting on a personal level. Use a conversational (yet still professional) voice to really improve the relatability of these types of communications.

Create events that bring people together for some positive interaction and team-building, and post the details on your intranet to get everyone excited. Share tips and experiences in the comment, and even upload photos and videos to document their fun.

Don't worry about over-communicating

Internal communications build bridges between employees and leaders.