

Take control of your change communication

Create a plan that works



David Pitre and Alyssa Zeff
June 13, 2017

Meet today's speakers



David Pitre

- Measurement expert
- Co-author of *How to conduct employee focus groups*
- Featured conference speaker:
 - The Conference Board
 - IABC Heritage Conference
 - SHRM Conference



Alyssa Zeff

- Nearly 20 years of agency and in-house communication experience
- Expert skills in:
 - Strategic counsel
 - Communication planning
 - Project management
 - Creative implementation

What we'll accomplish

- 1 Current **state of change**
- 2 5 strategies for creating effective **change communication plans**
- 3 Your change **challenges**

Rules for the session

Quiet phones

Put on
“**mute**” or
press *6

Need to leave?

Hang up
and
call back
(don't put us
on “hold”)

Questions?

Use **chat**
feature on
Connect

Your experience

What is your current change communication situation?

- In the middle of a big organizational change
- Have two or more change communication efforts underway
- Planning for an upcoming change
- No change on the horizon, but like to be ready

Today's workshop

Why are you here today?

What do you hope to learn about change communication?

✓ Current **state** of change

Key factors that drive change engagement



**Open
communication**



**Opportunities to
provide input**



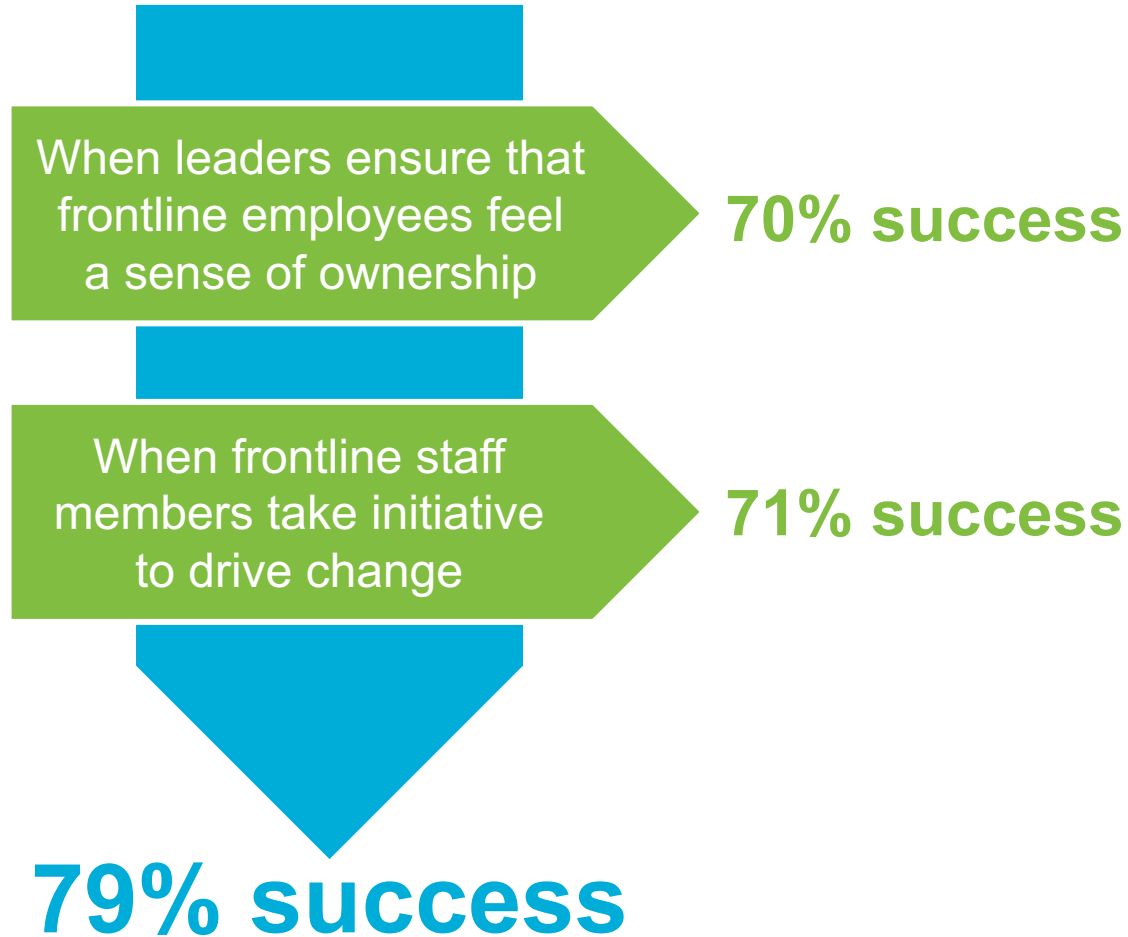
**Clear connection
between current
changes and
company's future**



**Management
support for
changes**

SOURCE: Gallup, *Managing in Tough Financial Times: Does Engagement Help?* (2016)

The impact of ownership



SOURCE: McKinsey, *What successful transformations share*, McKinsey Global Survey results (2010)

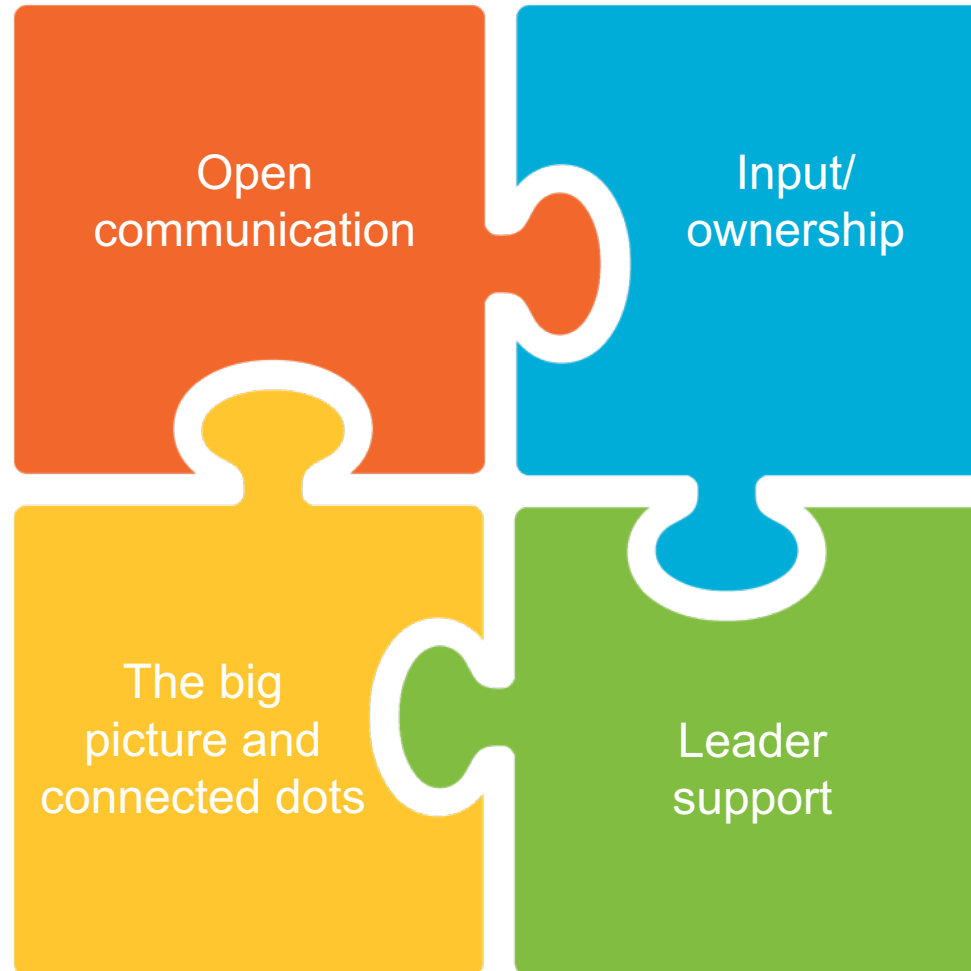
Leaders and managers are critical

**“Actively engaged sponsors”
top driver of project success**

But... **33%** of management behavior
does not support change

SOURCE: PMI, *The High Cost of Low Performance* (2014)

The best change communication plans include these pieces



5 strategies for creating effective change communication plans

5 strategies

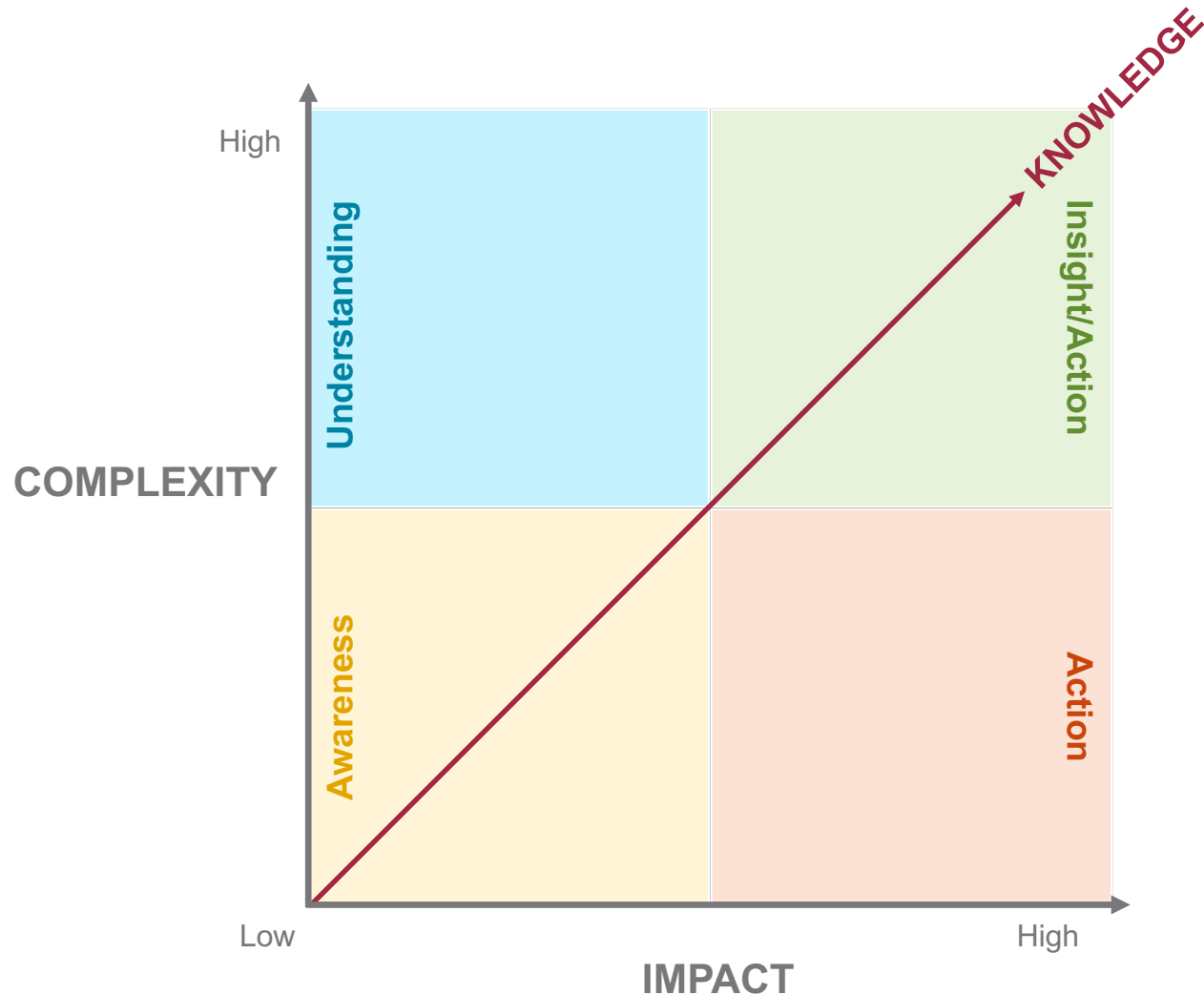


5 strategies



1. Identify participants and target objectives

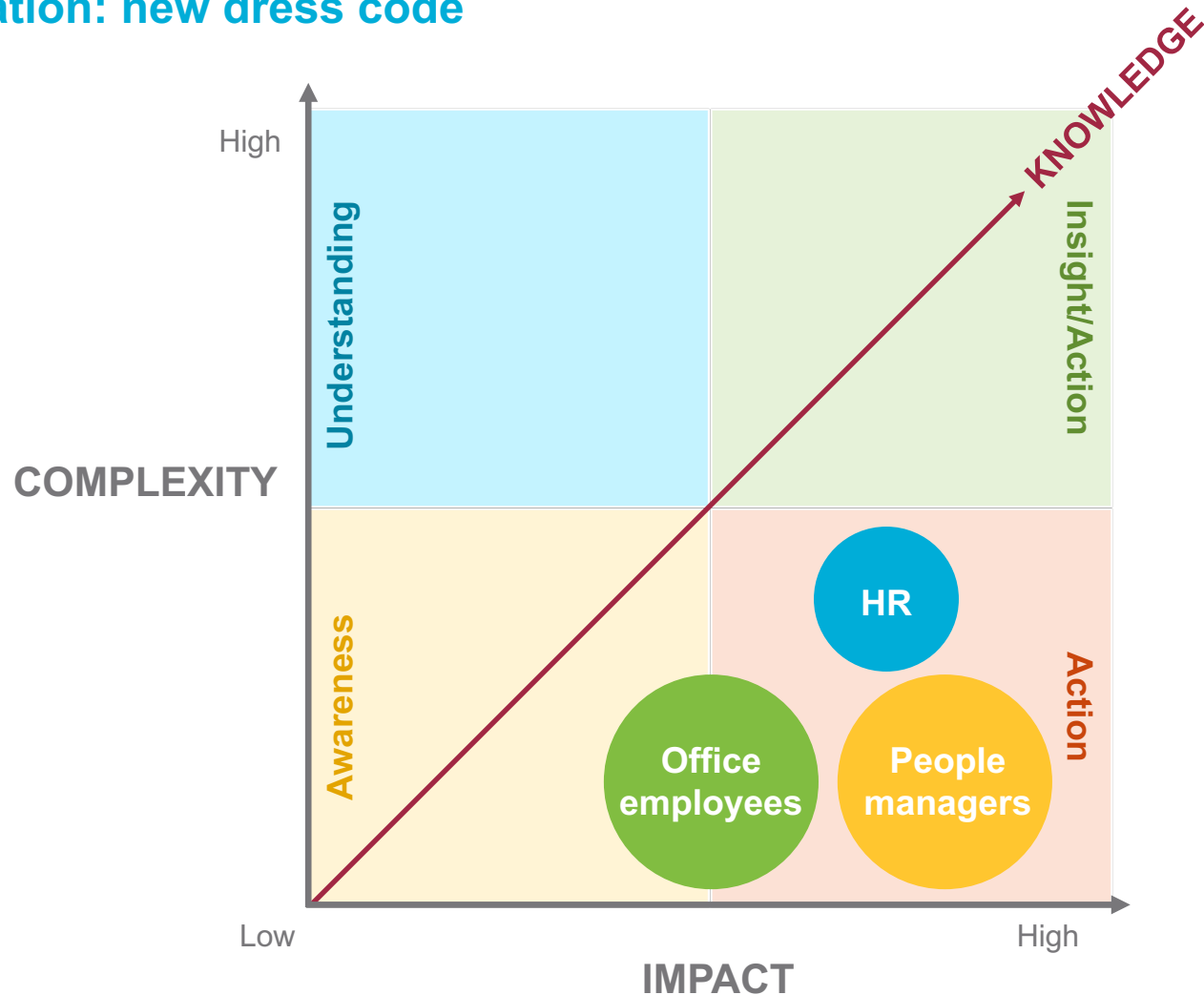
A tool to assess change: levels of knowledge



1. Identify participants and target objectives

Plot participants

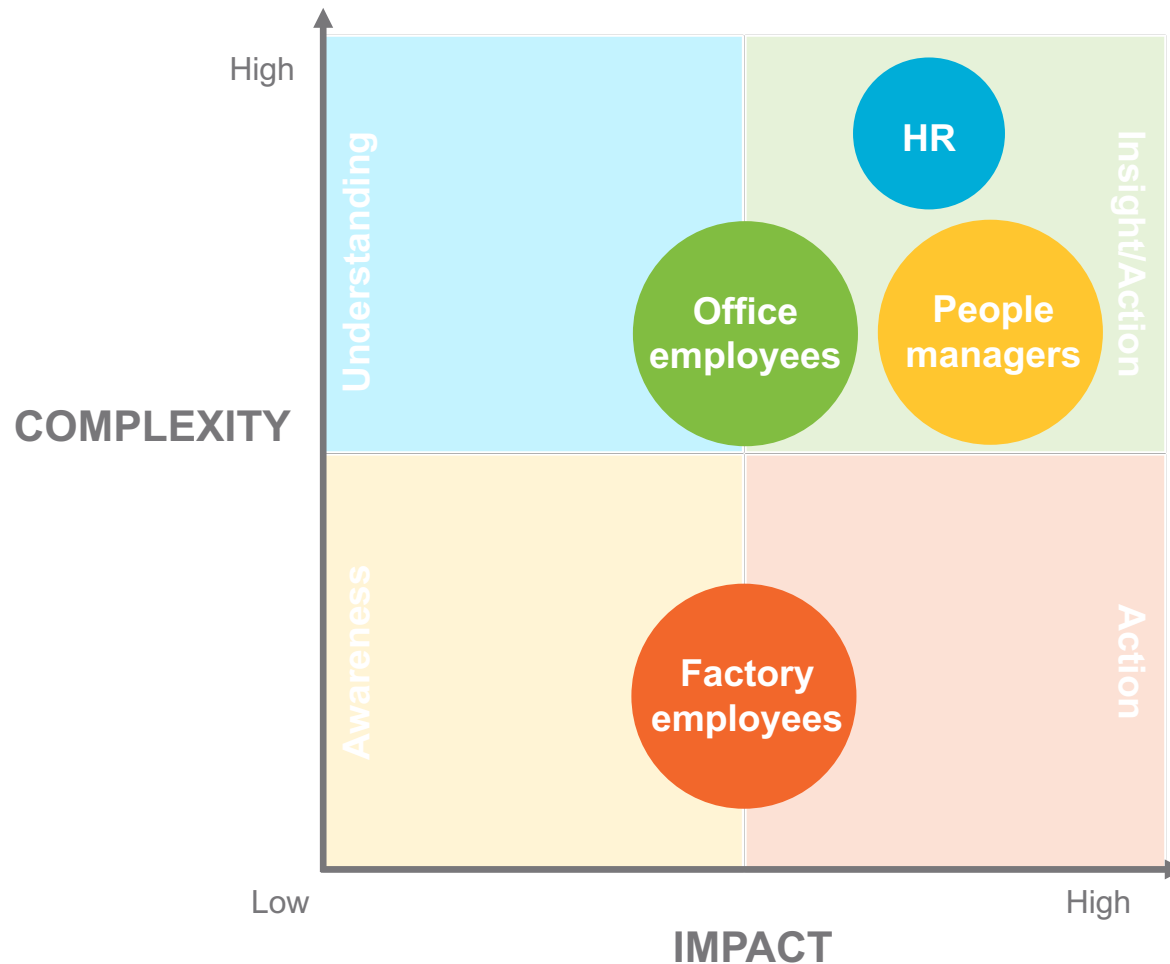
Situation: new dress code



1. Identify participants and target objectives

Plot participants

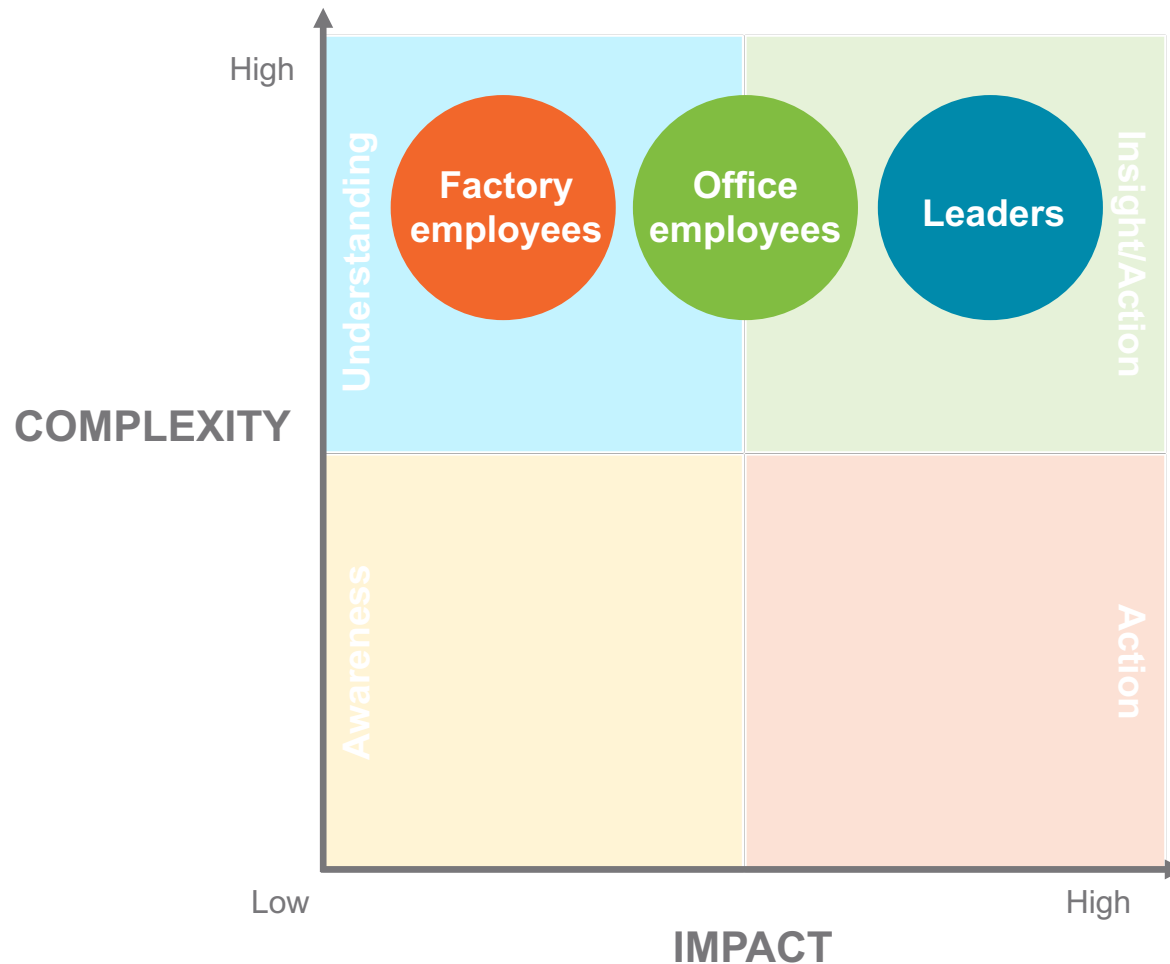
Situation: new HR system (such as PeopleSoft)



1. Identify participants and target objectives

Plot participants

Situation: new CEO and refined corporate strategy



5 strategies



Align leaders

Agreement
the change
is important



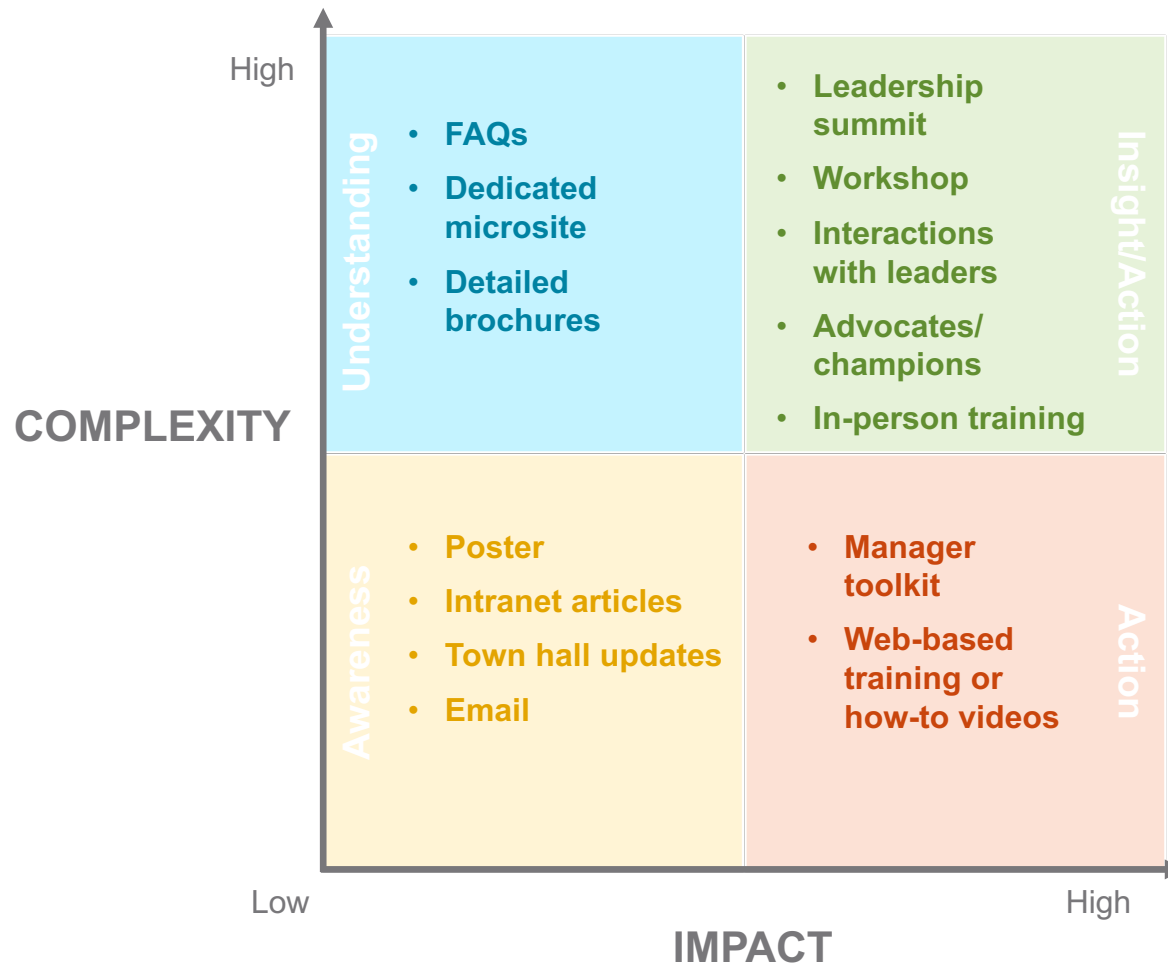
Agreement on
how change
is defined

5 strategies



3. Break through

Use the right mix of channels



5. Encourage input

Provide opportunities for involvement

Give employees a chance to be heard



5 strategies



Assess/measure

Establish a baseline and assess progress

**Measure against defined objectives
(behaviors and knowledge)**



**Assess satisfaction
with communication**

✓ Your change challenges

Our next web workshop



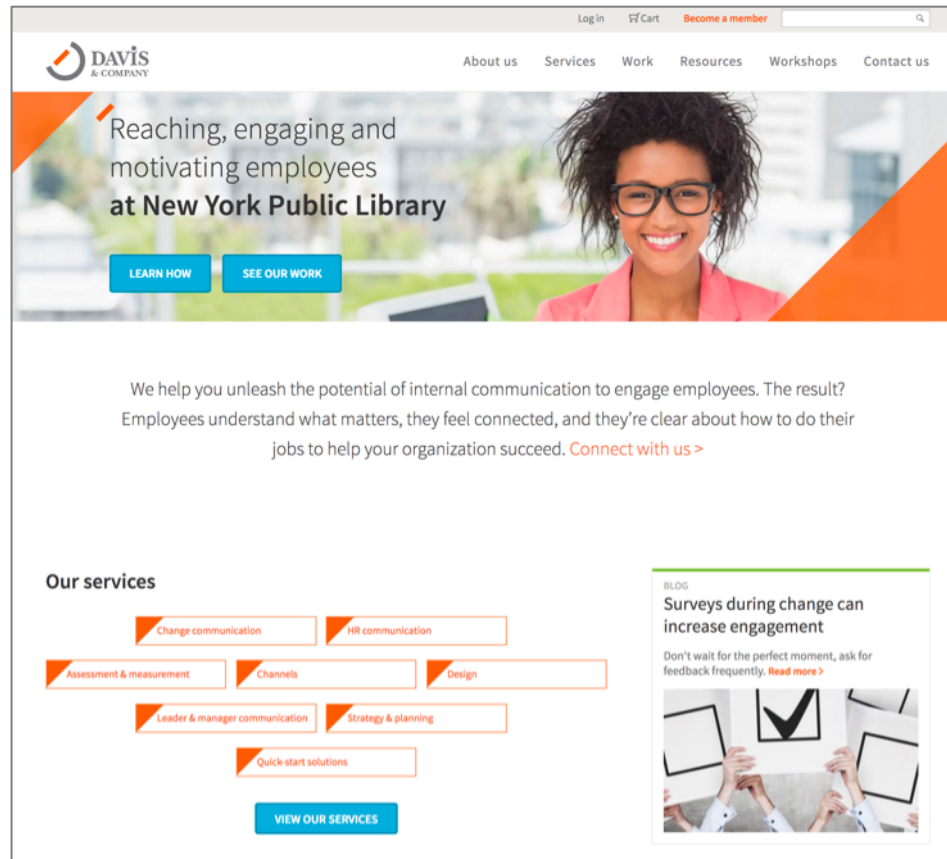
Communicate **HR change**
so employees take notice
and action



Facilitated by **Alison Davis**
and **Darlene Hyde**

Tuesday, September 19, 2017

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