

6 steps to convey organizational change effectively

All aboard! Follow these steps to keep the change train on schedule and avoid being derailed.

Once the decision has been made to go ahead with an organizational change, how you choose to communicate this new information is critical to engaging employees.

Ensure you're designing effective communications to convey organizational change and transition as smoothly as possible with this **six-step process**.



1. Segment and target your employee audience

Divide audiences into subgroups to more easily tailor your communication to their needs.

2. Map the change

Build out a detailed analysis of employee subgroups based on how deeply people will be affected. If necessary, conduct a whiteboard exercise. List people's roles at the top, and in columns below, capture how they're affected or what actions they need to take.

3. Ask questions—and find out the answers

Create an expansive list of questions designed to uncover the details of the change. Collaborate with colleagues to identify gaps in your plan.

4. Draft a key message

Begin by answering this question: What's the most important thing employees need to know about the change? Create an elevator pitch when writing your answer. Limit your response to 15 to 35 words (or less).

5. Create content that resonates

Use the inverted pyramid to organize information related to the change. The most important information is at the base, and the least relevant is at the tip of the pyramid.

6. Develop your approach

Once you have a full understanding of your employees and their needs, design communication that works for them.