


Support leaders through the change process

How to guide them on the journey



A winding dotted path starts at a purple circle with an orange flag at the top left. The path curves to the right, then down, then right again, ending at another purple circle with an orange flag on the right side. Several teal trees are scattered along the path. The text "Change is like a hike through the wilderness." is positioned in the upper left area of the path.

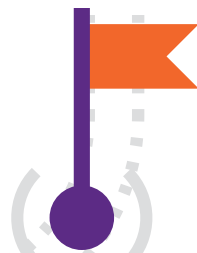
Change is like a hike through the wilderness.

As a communicator, it's your job to **guide leaders** safely through the journey.

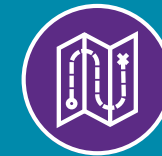




Not only do you need to **map out your route**, but you also have to **prepare your team**, gather your **supplies** and, most importantly, account for any **changes** you may come across during your hike.



Here are the 5 most effective ways to prepare leaders for the journey:



Clarify communication roles and expectations



Give leaders a chance to internalize the change



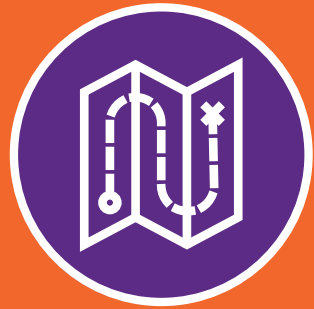
Use this opportunity to teach leaders how people experience change



Provide leaders with easy-to-use communication tools



Help leaders answer questions



Clarify communication roles and expectations



Clarify communication roles and expectations

Set expectations for each role

Before you embark on your change journey, ensure that leaders at every level understand their role as key change communicators.



What can you do to help?

Provide a guide that further articulates the leader's role, and gives them essential tools to fulfill that role, including key messages and frequently asked questions.



Give leaders a chance to internalize the change



Give leaders a chance to internalize the change

Help leaders with anxiety and uncertainty

Leaders are people too, so they feel the same anxiety and uncertainty employees do.



What can you do to help?

Host a half-day session to provide a forum for leaders to express their questions and concerns by channeling questions employees would have.



Use this opportunity to teach leaders
how people experience change



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Bring leaders up to speed

So leaders know what's on people's minds, provide them with focus group findings and employee feedback.



What can you do to help?

Organize a workshop to help leaders understand why employees need communication, even if definitive information isn't available.



Provide leaders with easy-to-use communication tools



Provide leaders with easy-to-use communication tools

Help leaders stimulate dialogue

During times of change, leaders need resources to help them communicate quickly. After all, change prompts questions and concerns from employees.



What can you do to help?

Create a toolkit that contains key messages and facts, a PowerPoint deck and answers to FAQs. This can also help leaders understand what's changing, when and where.



Help leaders answer questions



Help leaders answer questions


Encourage leaders to be clear and candid

This is no time for “corporate speak.” Employees need leaders to respond to their questions as simply and transparently as possible.



What can you do to help?

Provide leaders with talking points to coach them through tough questions.



Now that you know how to get through the change process, it's time to **guide leaders safely** through their change journey.

Want more information on change communication?

Visit: www.davisandco.com/change-communication