

Coach leaders through the do's and don'ts of change

5 tips that will set leaders up for success

Chances are your organization is undergoing change. Even if you aren't currently experiencing a layoff, reorganization, merger, acquisition, outsourcing or big shift in benefits, you probably will be in the near future.

As a communicator, it's your job to support leaders to communicate change. There are many ways to do so: create a [toolkit](#), prepare a [leader briefing](#) and develop [FAQs](#). And one important component is to advise leaders about how to communicate effectively.

Here are 5 tips to share with leaders about what to do—and what not to do—to communicate change.

1



Do

Tie in “what does this mean to me?”

Use specific examples of what employees need to do differently to help the company succeed.



Don't

Think only about the information you need to share.

2



Do

Repeat, repeat, repeat.

By the time you're ready to introduce a change, most likely you've been working with the issue for months. But employees are hearing it for the first time, so they need reinforcement.



Don't

Deliver a message once, then expect everyone to “get it.”

3



Do

Act patient, even if you don't feel that way.

How well you answer questions can mean the difference between encouraging employees to speak freely and shutting people down.



Don't

Get irritated when hearing a question you've answered many times before.

4



Do

Be a good listener.

Letting people give voice to their anxieties has been proven by researchers to release tension.



Don't

Do all the talking.

5



Do

Answer difficult questions.

If you don't know all the details, it's OK to say, “I don't know,” but make sure to tell employees you'll give them the rest of the information as soon as possible.



Don't

Become defensive when someone asks a tough question.