

Coach managers to crush change communication

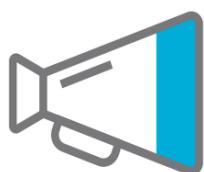
3 techniques to go from rookie to all-star



Getting ready to communicate change is like preparing for a big game. You need to map out your strategy, get your equipment in order and train your team.

Whatever the nature of the disruption, there's one strategy that is essential: manager communication. Employees look to their managers for answers when they need to take action or make a decision. And if you make it easy, you increase the likelihood that managers will do the right thing.

Here are 3 steps to help managers succeed in this important change communication role:



HAVE A PEP TALK

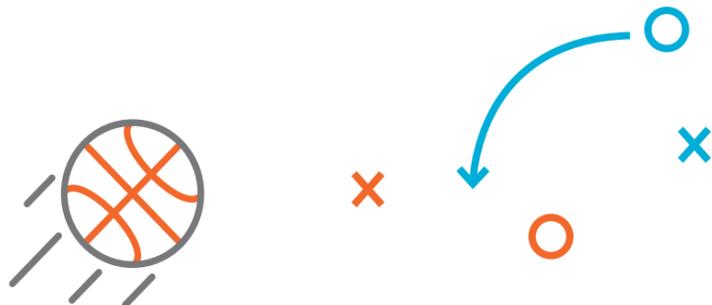
Managers will be at the top of their game if they understand why their position is important. Set them up for success by explaining their communication role and why their position is crucial to the success of the change.



Why it's important:

Dialogue is the most important tool in communication; it allows employees to participate and helps them work through issues.

Manager role: Define what employees need to do to help the organization succeed, answer questions and address concerns.



HOLD A WARM-UP SESSION

Help managers reach their all-star potential by giving them the proper training. Change workshops help managers understand the change, how it impacts their team and how to fulfill their communication role.



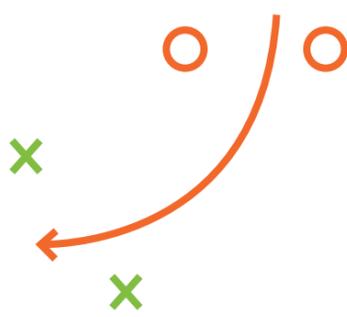
The best way to do so?

Schedule face-to-face sessions hosted by senior management. Managers will have the inside scoop and feel knowledgeable enough to answer questions.



PROVIDE A PLAYBOOK

Develop game-changing tools to help managers kick-start conversations with their teams. Provide a playbook that outlines "the facts" and ensures that everyone in your company—no matter how far they are from home field—gets the same story.



Include 4 essential components:

- **An elevator speech**, or a short summary, used to quickly and simply explain what the change is, why it's happening and what it means for employees
- **Talking points**, which are short, conversational scripts used to explain specific parts of a change in greater detail
- **Suggested methods and techniques** for communicating change
- **Frequently asked questions**

