6 Communication Strategies for
Managing Change

1.

Tell the Truth, Clearly and Honestly

Craft messages that are direct, honest and aligned with the business case for change. This builds trust and reduces uncertainty, helping employees process and accept new realities.

2.

Engage Leadership as Visible Champions

Business leaders should be well-versed in the change, endorse it publicly and reinforce key messages. This makes it clear the change is owned and led by leadership, not IT, HR or some other department.

3.

Focus on Business Impact, Not Just Project Updates

Project teams often like to report on progress, timelines and technical details, but employees care more about how changes will affect their roles and the broader business. Think WIIFM (What's in it for me?).

4.

Use Segmented Communication Campaigns

Change is a journey, not a one-time event. Consider leveraging an organizational model like Prosci's ADKAR (Awareness, Desire, Knowledge, Ability, Reinforcement) to ensure messages are timely.

5.

Align with Corporate Communications

A change campaign shouldn't exist in a vacuum, even though project teams often operate separately from the day-to-day business. Ensure alignment with the company's communication rhythms and channels.

6.

Gather Feedback and Act on It

Employees need avenues to express concerns, ask questions and provide input. Address common concerns, clarify misconceptions, and adjust messaging as needed to maintain engagement and trust.