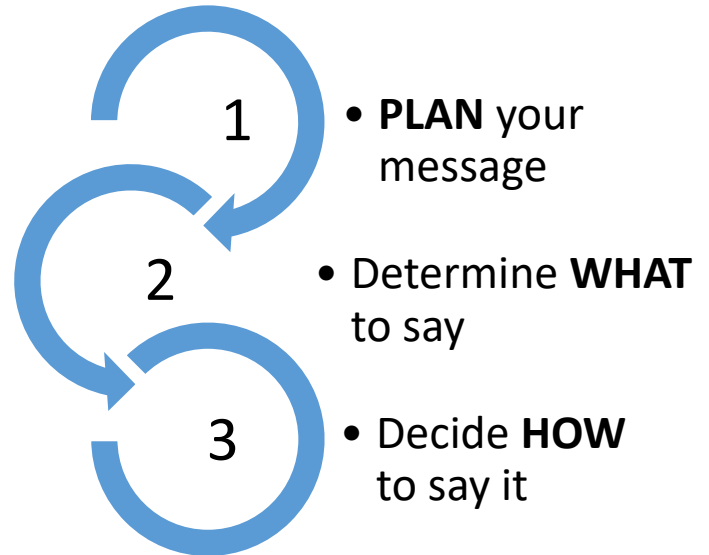


Change Communication Checklist



Here are a few things to consider when planning your message:



Who

- Who needs to know about the change?
- Consider your audience and their relationship to the information, and then plan your responses to their potential questions.



What

- What exactly do you need to communicate?
- What information should you include?
- Consider the impact this information has on everyone involved.



How

- How will you deliver this information?
- Choose the most effective communication media and method of distribution for the situation.



Why

- Why is this change happening?
- Why do they need the information about the change?
- Consider your audience's needs. Will this change make their lives/work easier?



When

- When should you communicate this?
- Consider the urgency of the information and the amount of time that is needed to prepare for the change.



Audience Comments

- Be prepared to make adjustments to fit the specific situation.
- Provide the benefits and the WIIFM (What's In It For Me?) early in your discussions about the change.
- The *Rule of 7* is when you communicate the change up to 7 times to ensure everyone knows and understands. It works for creating and breaking habits too!