

5 key communication areas for your change programme



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CHANGE, COMMS, COACHING



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It is worth spending time and effort building your communications plans around these areas at the start of your change programme.



1. Starters:

- Define your “from...to...because” narrative
- Measures of success – how will you know when you’ve got there?
- Project name – this eases communication and supports your vision



2. Customers:

- Data about your customers / audiences
- How will the changes affect their experience?
- Who are your internal customers / stakeholders? Are they ready for change?



3. Workflows:

- Breakdown of what this means for each role in their daily work
- Likely pain points and resistance
- Identify cheerleaders and early adopters



4. Comms detail:

- Variety of channels including digital and 121 briefings / surgeries
- Account for different learning styles
- Explain HR processes
- How are you covering wellbeing?



5. Training:

- Budget and timeline for rolling out training
- Who owns the training plan and process?
- Plan staff time for training

Need my help in communicating your changes?

Let's talk.
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