

<b>What is the change?</b> (specifically)		<b>What does not change?</b>	<b>Who does it impact?</b>	<b>Who does it not impact?</b>
<b>Timing of Change</b> (when does it take place; are there steps, are all impacted at the same time?)	<b>Business Reasons for Change</b> (for efficiency, compliance, financial reasons; what is the downside to not doing it?)		<b>How are people impacted?</b> (how will they need to think and act differently; how will they be evaluated differently; how will they be held accountable?)	
<b>Benefits and Losses – From your perspective and what you think employees will think</b>				
<b>Benefits to Organization</b>		<b>Benefits to the Department or Team</b>	<b>Benefits to Employees</b>	
<b>What the Organization Loses/Ways to Minimize Loss</b>		<b>What the Department or Team Loses/Ways to Minimize Loss</b>	<b>What the Employees Lose/Ways to Minimize Loss</b>	
<b>What Supports and Resources can be offered?</b> (training and education, stress reduction, outplacement, websites for information, EAP services, open door policies, coaching, mentoring; who will answer questions?)			<b>What opportunities are there for people who want to help with the change?</b>	

Use the previous page to develop your change communication. There likely will be several messages depending on steps of change, timing, and audience. Use multiple pages to outline different messages.

<b>The Message</b> What is the specific message (i.e.: the change, the reason, the impact, the benefits, the resources – use PAGE ONE of template to define)	<b>Who Delivers the Message</b>	<b>When and How is Message Delivered?</b>	<b>How will feedback and input be generated/facilitated and responded to?</b>	<b>How will the message be reinforced?</b> (written follow-up, office hours, one-on-ones, different messengers) Strive for 5 – 7 times
<p><b>My role in supporting this change:</b></p>				
<b>Modeling Opportunities</b> (showing support, leading it)				
<b>Being Visible and Accessible</b>				
<b>Reinforcing Behaviors</b> (encouraging and rewarding helpful behaviors)				