



# Crack the code to change communication



Go undercover to gather the details





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## Did you know?

The best way to develop an effective [change communication plan](#) is to **start by investigating the change.**

Because... if you want to help employees embrace change, first you need to know the details.



## Here's how

### Channel your inner Private Investigator

Roll up your sleeves, reach out to your change team colleagues and get your hands on every planning document you can—files like executive overview presentations, workstream strategies, discovery records and timelines.



As you read through the materials, break out your magnifying glass, so you **find all the clues**. And use your decryption skills to read between the lines.

**Hmmm. “Go live January 2?” That’s a red flag.**

You know your company shuts down its manufacturing plants the last week of every year. That means employees will need to use the new system the day after they come back from break! How will employees feel about this transition? And how will you prepare them for this change?





## Shine a light on the 5 Ws and How

**Who** will be impacted?

**What** exactly is changing?

**Where** are the changes taking place? Which offices, countries, regions?

**When** is the change happening?

**Why** are we making this change, and why now?

**How** will changes be implemented across the company?

A hand in a purple suit sleeve holds a brown folder labeled 'CONFIDENTIAL' in purple text. The folder is tilted, and a trail of grey footprints leads from the top left towards the folder. A decorative orange dashed line is positioned above the text.

## But don't stop there!

**Make a list** of every unanswered question you still have. And put your employee hat on. What are the tough questions they will have?

Then **follow the evidence** until you gather every last scrap of intel.



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## Ask the right questions

You may need to interrogate some subject matter experts to dig up the real dirt.

**Book an interview** with the change leader and come prepared with the best questions to uncover the details you're missing.

### Be sure to cover questions across the following topics:

- Demystify the purpose and vision
- Determine the target audience(s)
- Understand the scope of change
- Learn the areas of impact
- Pin down the timing
- Decrypt the specific areas of change

**Read on for suggestions.**





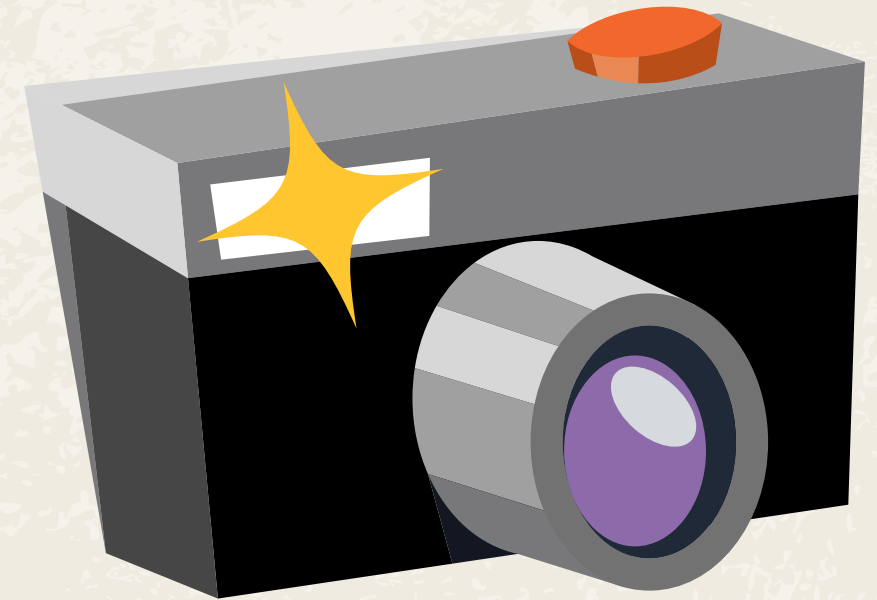
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## Ask the right questions



### Demystify the purpose and vision

- Why are we launching this initiative now?
- What prompted this project?
- How will we measure success?

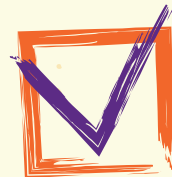






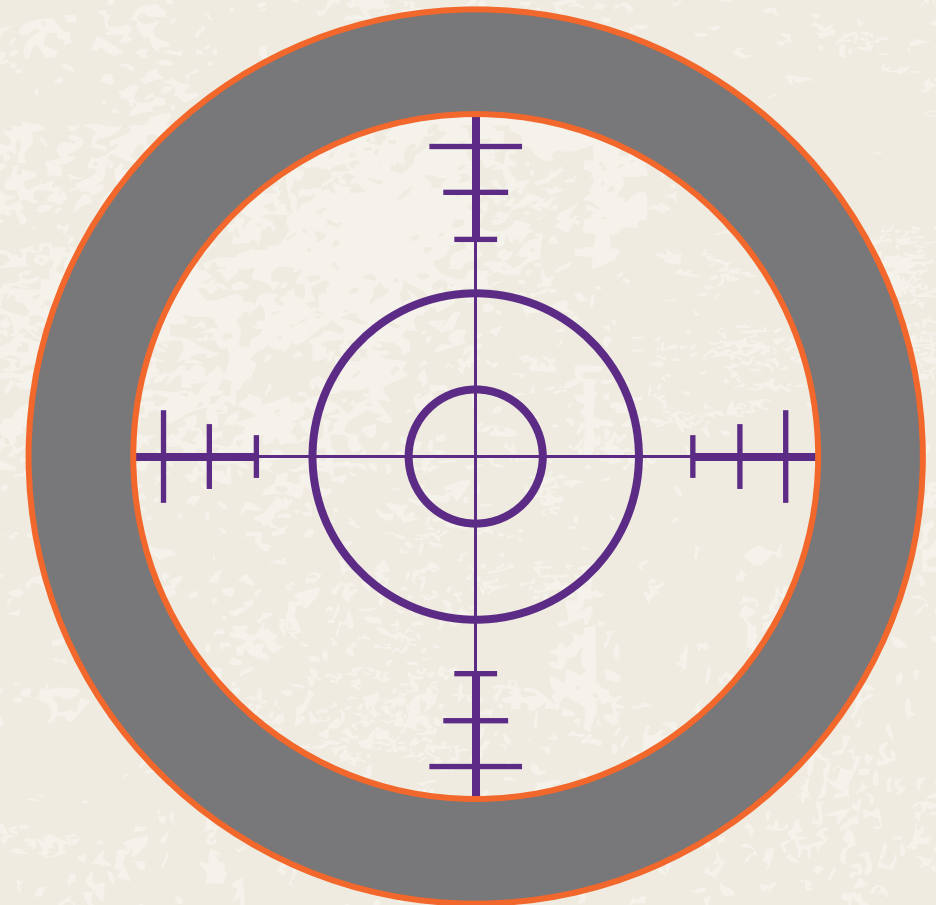
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## Ask the right questions



### Determine the target audience(s)

- Will this initiative impact employees at all levels?
- Does this affect both HQ and manufacturing staff?





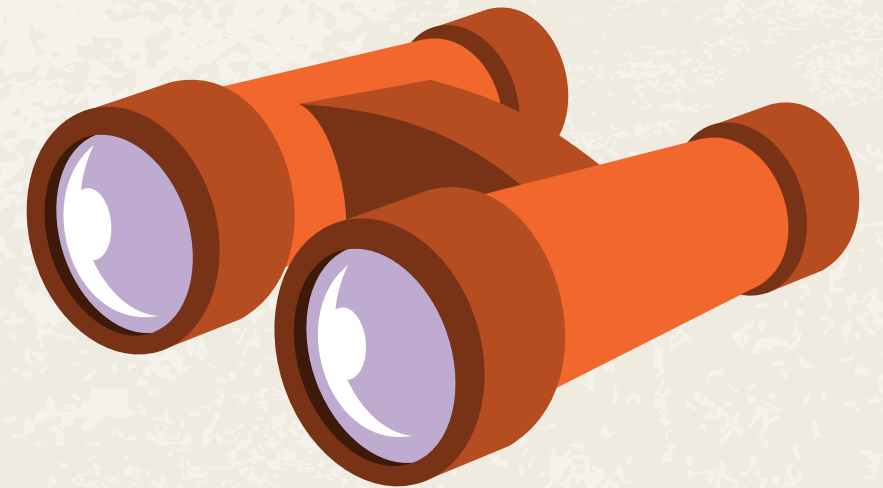
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## Ask the right questions



### Understand the scope of change

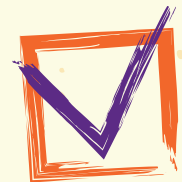
- What will this change mean for our business and employees?
- Will processes be implemented?





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## Ask the right questions



### Learn the areas of impact

- Is this a global initiative?
- Will this change be implemented consistently across the business?
- Will employee groups be impacted in different ways?





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## Ask the right questions



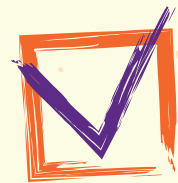
### Pin down the timing

- Will this be a phased initiative?
- How close are we to launch?



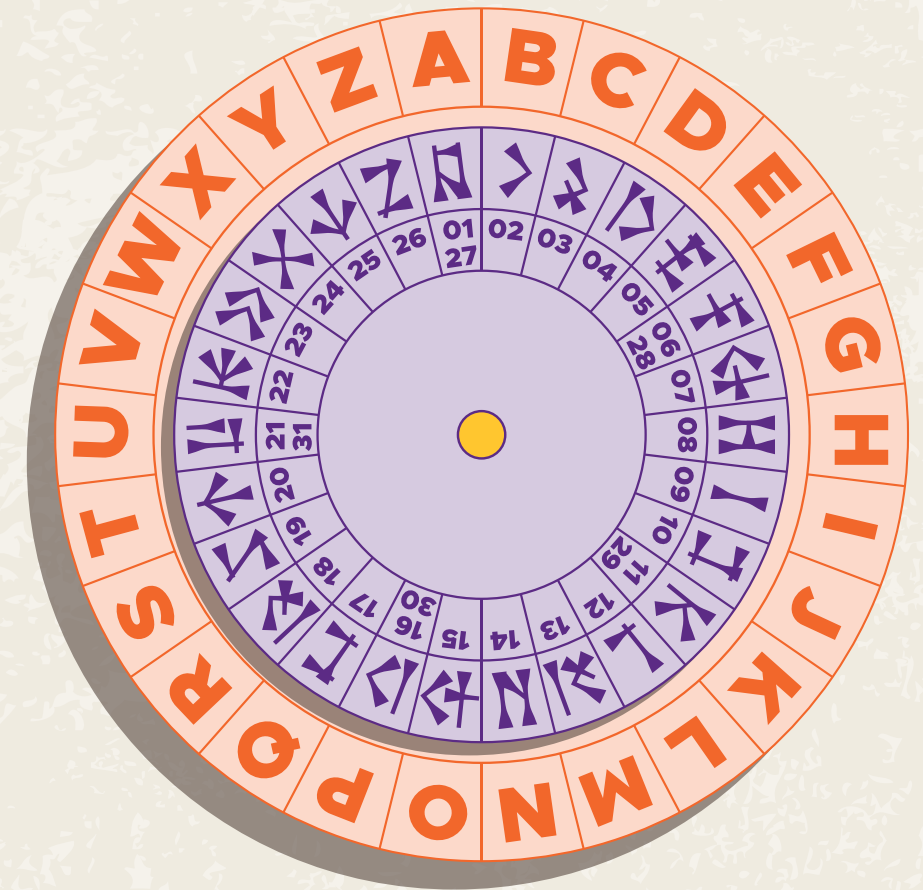
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## Ask the right questions



### Decrypt the specific areas of change

- How will this initiative affect the way employees do their jobs?
- What do employees need to do differently for this initiative to succeed?



# You cracked it!

**Now that you followed the evidence, you should have the facts you need to communicate the change.**

You're ready to turn this covert operation into an open book and craft an effective [communication plan](#) that makes the change stick.



## Keep sleuthing

Sometimes the project team isn't able to answer every question because it hasn't determined certain details. Keep a log of missing information and periodically check with the team to fill in the blanks.

**Want more information on how to create a top-notch change communication plan?**



Visit [www.davisandco.com/change-communication](http://www.davisandco.com/change-communication).

