

Phase	Purpose	Speaker	Audience	Key Message Points	Format
<b>Define the Change</b>	Clarify the scope of the change.	<b>Change Owner</b>			<b>Written Memo</b>
Consult Change Champions	Consult those responsible for the new strategic result to identify blindspots/weak areas within the change plan.	Change Owner	Stakeholders that we need 100% commitment to successfully execute the change. Those people that would alter our approach if they disagreed.	<ul style="list-style-type: none"> <li>1) Why We need to change</li> <li>2) The exact Change A to B, including how we know we've reached "B".</li> <li>3) ASK for blindspots that should be addressed before committing to the change in front of others.</li> </ul>	1-1 Conversations, referencing a written recommendation memo
Inform Change Leaders	Communicate to those responsible for getting others to adopt to the change, usually managers or team leaders.	Change Owner	Anyone responsible for getting others to embrace the change on a day-to-day basis	<ul style="list-style-type: none"> <li>1) Why we need to change</li> <li>2) The exact change from A to B, including how we know we've reached "B".</li> <li>3) What is explicitly required of them to communicate the change and to steward others to adopt the change</li> <li>4) The timeline for both communicating the change and adopting the change.</li> </ul>	In person (or web based screenshare) meeting in order to show visuals and have a dialogue about the change. Allow time for Q&A.
Notify Change Recipients (AKA Internal Roadshow)	Broadcast the change, starting with those most directly affected by change.	BOTH Change Owner and Change Leaders should co-sponsors the change announcement. It is critical that Change Champions ensure the message stays consistent when passed down to the next level and that Change Leaders interpret for their division.	Anyone who may be affected by the change or hear about the change and have questions about how it will affect their work.	<ul style="list-style-type: none"> <li>1) Why we need to change</li> <li>2) The exact change from A to B, including how we know we've reached "B".</li> <li>3) What is explicitly required of them to change their behavior and their outcomes.</li> <li>4) The timeline for the change to be adopted.</li> <li>5) The channel for submitting feedback, issues or improvements to the process (centralized &gt; email one person/inbox, decentralized &gt; work with your manager)</li> </ul>	In person (or web based screenshare) meeting in order to show visuals and have a dialogue about the change. Allow time for Q&A.
Broadcast Companywide to Everyone	Eliminate second hand mis-information spreading throughout the organization.	Change Owner	Company-wide	<ul style="list-style-type: none"> <li>1) Why We need to change</li> <li>2) The exact Change A to B, including how we know we've reached "B".</li> <li>3) Who is affected and how it benefits them</li> <li>4) Who is not affected and should not worry</li> </ul>	Format dependent on emotional intensity of the message. If transactional, slack update is OK. If potentially controversial, simulcast/call/web meeting. If emotional, in person.