

# 4 Ways To Make Change Messaging Stick



1

## **OVER-COMMUNICATE**

Most of us need to hear a message multiple times before we really get it. Often, leaders have been aware of a change for weeks or months, and they forget that others are hearing it for the first time.



2

## **BE TRANSPARENT**

Change needs to be fluid. Leaders rarely have all of the answers. Rather than wait, let employees know what is known. Keep providing updates as the process evolves.



3

## **TEST FOR SHARED UNDERSTANDING**

Ask employees what they think about what they've heard or what concerns and suggestions they have about moving forward. Leaders can then assess alignment to understanding and adjust messaging as needed.



4

## **KEEP EVERYONE IN THE LOOP**

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Make sure everyone in the chain of command knows what's happening, when it's happening and why it's happening. Prep front-line leaders with FAQ's as they will receive the majority of employee questions.