

Lift Internal | Revitalizing Employee Communication

# Change Communication Checklist

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## CHECKLIST: CHANGE COMMUNICATION



**Use this checklist** as you *plan*, *create* and *deliver* communication that announces or addresses change. It can be change to processes, structure, expectations, resources — or a combination of any or all of the above!

**REMEMBER:** Change is about asking people to move from a current state to a future state. Generally, the more comfortable people are with the way things are, the more resistant they will be to accepting the future state. **Also remember** that doing something because it's required isn't necessarily the same as accepting the new reality.

<input type="radio"/>	Have you clearly articulated the <b>WHAT</b> of the new state? Examples: Different benefits provider; new process for requesting accounting support; IT department has new leader
<input type="radio"/>	Have you clearly articulated the <b>WHY</b> of the new state? Examples: New benefits provider offers better service; better time management for accounting team; previous leader left organization
<input type="radio"/>	Have you clearly articulated the <b>WHO</b> of the new state? (As in <b>who is affected</b> .) Examples: All employees; managers with budget accountabilities; IT staff
<input type="radio"/>	Have you clearly articulated the <b>WHEN</b> of the new state? Examples: July 1; phased in over the next three months; tomorrow
<input type="radio"/>	Have you clearly articulated the <b>HOW</b> of the new state? Examples: New links on intranet and delivery of new individual plan booklets and ID cards; series of lunch 'n' learn sessions and distribution of new user documentation; overview of new leader's first actions such as meeting with staff and reviewing current department issues and successes.
<input type="radio"/>	Have you made the <b>vast majority of the content</b> about the future state? That is, not rehashing/justifying the past or reviewing the current state.
<input type="radio"/>	Are all the facts in the content <b>true</b> ? Are all the promises <b>realistic</b> ?
<input type="radio"/>	Is all content written in <b>real language</b> , not corporate speak? (This applies to emails, PowerPoints, speeches, video scripts, intranet articles, and so on.)
<input type="radio"/>	Have you <b>identified all audiences</b> affected by the change, including the extent to which they are affected?
<input type="radio"/>	Have you created material with differing levels of detail for <b>different audiences</b> ?
<input type="radio"/>	If the change is complex or significant (e.g. merger, target market adjustments), have you created a <b>communication calendar</b> to release and reinforce information over time?
<input type="radio"/>	Have you provided <b>supervisors and/or managers</b> with tools and information that will help them reinforce an accurate picture of the future state and handle resistance on the ground?