

Before you communicate a change

7 questions you need to answer

Good change communication doesn't start with a channel. It starts with answers.

Before you write the email, the deck, the town hall or the FAQ, stop. If you can't answer these 7 questions, the problem may not be the communication. You may need a clearer definition of the change itself.

01 Why is this changing?

Not “what we're changing”, but why this change has to happen at all.

Why now? What happens if we carry on as we are?

02 What exactly is changing?

People need to understand the difference between what they have today and what awaits them tomorrow.

Be specific: What will be different, and what stays the same?

03

What does this change mean for people?

Change doesn't happen in PowerPoint. It happens in people's everyday work.

Translate it to their ground: Who will have to work, decide or behave differently?

04

What happens if we don't change?

Don't just explain the future you want. Explain the cost of staying where you are.

Be honest: What problem stays, or appears, if we do nothing?

05

What does success look like?

If we don't know what a successful change looks like, it's hard to know what to communicate.

Define it: How will we know the change has actually worked?

06

Where is it likely to get stuck?

Good communication doesn't ignore resistance. It anticipates it.

Think ahead: What could cause concern, resistance or misunderstanding?

07

What should people do after they hear the message?

Every communication needs a purpose. And the purpose isn't always the same.

Do they need to **act, make a decision, learn, change, apply...**?

Don't forget:

"Informing employees" is not the goal of communication. The goal is for people to understand enough to take the next step: a decision, an action, a change in behaviour, or whatever else really matters for this change.

Before you send anything

☐	I know why the change is happening.
☐	I can clearly explain what is changing and what isn't .
☐	I know what the change means for people .
☐	I can explain what we risk if nothing changes .
☐	I know what success looks like .
☐	I know where it's likely to get stuck .
☐	I know what I want people to understand, decide or do .

If you can't clearly answer all 7 questions, don't build the communication yet. Clarify the change first. Then build the communication.

Need more than a one-pager?

For more tools, training, mentoring and practical resources for internal communications:

topic.rs

For consulting support, change communication strategy, culture and work with leaders:

TijanaBejatovic.com

Change communication doesn't have to be a drama. But it does have to make sense.