

4 steps to communicating human-focused change

Here's a simple step by step checklist. Contact hello@fit2communicate.com for more support.

STEP 1

Create a desire to change



Be clear about how this change will help your organisation achieve its vision.



Articulate why what you're doing now isn't working and what will be better in the future.



Reflect on what you can learn and celebrate from the past.



Think about the people who are impacted by the change. What will motivate them and be their concerns? Better still ask them and listen!



Find facts about how it works in other organisations.



Build the change story with your leadership team so you believe it and speak with one voice.

STEP 2

Make it personal



Define different groups of people who need to change.



Think about other things happening in their 'worlds' and what this means for how you support them.



Identify support and training they need – technical, mindset and behaviours.



Understand who will influence them to want to use it, so it becomes the norm.



Agree who will support this, early on, and be your champions. Make their role formal in the change.



Share evidence that it will make their jobs easier.

STEP 3

Provide tools & knowledge



Have a simple communication plan. Be clear about who you are communicating with, how, when and why.



Offer bite size training or coaching.



Celebrate the change being introduced.



Provide at a glance documents as reminders for daily work.



Support your champions to help their colleagues.



Thank and reward champions.



Visibly and regularly ask for feedback. Act on what you find out.

STEP 4

Live it, learn and improve



Demonstrate action as a leader role model.



Make it part of daily conversations.



Recognise people for using it.



Measure who is and isn't taking action and support those who need more help.



Learn from the change so you can use the experience for the future.



Share stories about how it's helping people to do their jobs and the benefit to your organisation.



Celebrate successes!



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REMEMBER

» **Humans don't like change.** It requires us to 'rewire' our brains.

» **Good communication** (not just information) is critical to your success.

» **Don't** try to change too much or too fast.

» Change is **six times more likely** to succeed when the people side is managed well.