

Communicating Change

A LEADERSHIP FRAMEWORK FOR MAXIMUM TEAM BUY-IN

Leading change is more than just communicating what's changing. It's about helping people make sense of what's happening, what it means for them, and what comes next.

Change creates questions. What looks like resistance, is often a reaction to uncertainty. Use this framework to make sure you've communicated the whole picture, and made it as easy as possible for your people to adapt.

THE FACTS

Have I created clarity?

- ☐ What exactly is changing?
- ☐ Why?
- ☐ What evidence supports it?
- ☐ What if we don't?

Without this, your team will think:

"But why? I don't get it"
"This isn't important"

THE FUTURE

Have I created meaning?

- ☐ Why does this matter?
- ☐ Where are we going?
- ☐ What's possible?
- ☐ If we succeed, so what?

Without this, your team will think:

"Why should I care?"
"This is a waste of time"

THE PROCESS

Have I created predictability?

- ☐ What's the plan?
- ☐ Who does what?
- ☐ What training will be given?
- ☐ What dates are important?

Without this, your team will think:

"What am I meant to be doing?"
"This is disorganised"

THE SUPPORT

Have I created safety?

- ☐ Impact on people?
- ☐ Addressed concerns/fears?
- ☐ Support available?
- ☐ Space for questions?

Without this, your team will think:

"What does this mean for me?"
"They don't care"



If change creates resistance, frustration, or a dip in performance...

ASK: "What uncertainty haven't I addressed yet?"