

your change communication strategy

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THEIR POSITION

YOUR STRATEGY

UNAWARE / IN DENIAL

BUILD AWARENESS

Explain what is happening and why
Say what is not going to change

RESISTANCE

ENGAGE

Check out and respond to people's concerns
Convey your commitment to the changes

ACCEPTANCE

ENERGISE

Explore practicalities of the change with people
Encourage their first steps forward

EXPLORATION

REINFORCE

Encourage people to initiate change
Ask what you / they can do to ensure change works

COMMITMENT

SUSTAIN

Your change champions – ask them to lead future changes
Publicise people's success in implementing the changes