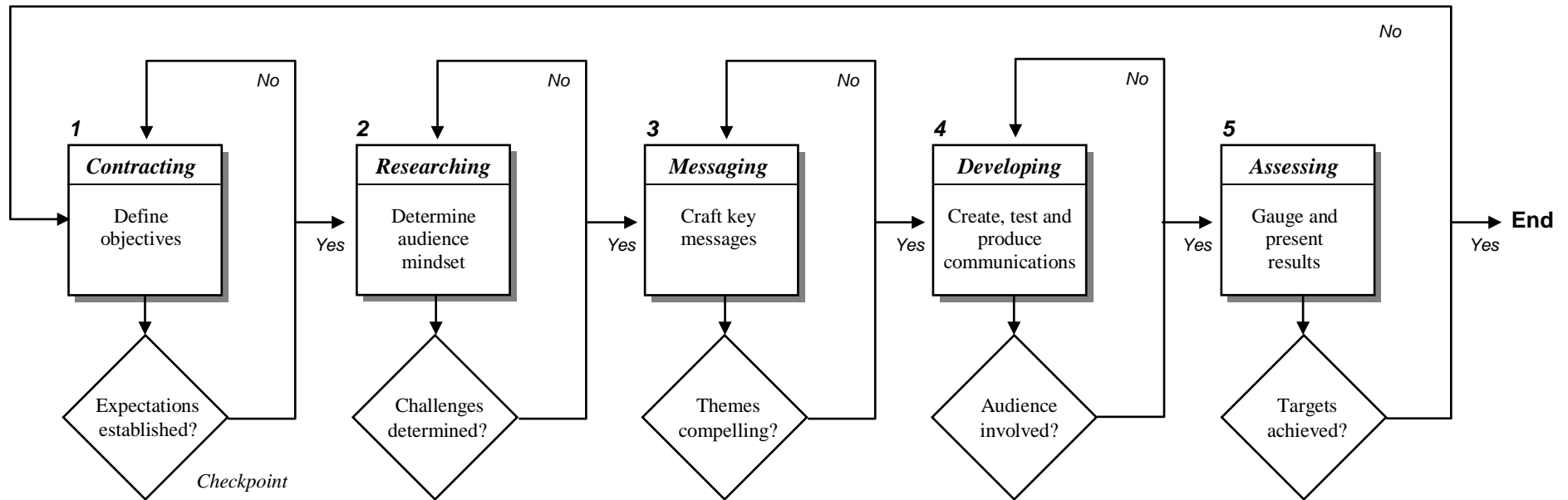


CHANGE COMMUNICATION MODEL

A data-driven process for communicating change



ACTIVITIES

Identify what needs to be accomplished.

Determine whom you wish to reach.

Decide what your target audience should know, feel and do.

Define what your target audience currently believes about issues related to the change.

Identify the values and perceptions driving those beliefs.

Outline likely challenges to your message.

Craft persuasive messages that reinforce positive beliefs, counter negative beliefs and enhance people's understanding.

Express each message in terms of a theme, a summary statement and supporting evidence (e.g., facts, statistics, etc.)

Plan communication approach and tactics.

Create prototype communications.

Test prototypes with target audiences.

Revise communications as necessary.

Obtain approvals and finalize deliverables.

Communicate the change.

Measure impact of the change, reactions and opportunities to enhance perceptions.

Present results to those leading the change effort.

Supplement communication as necessary.