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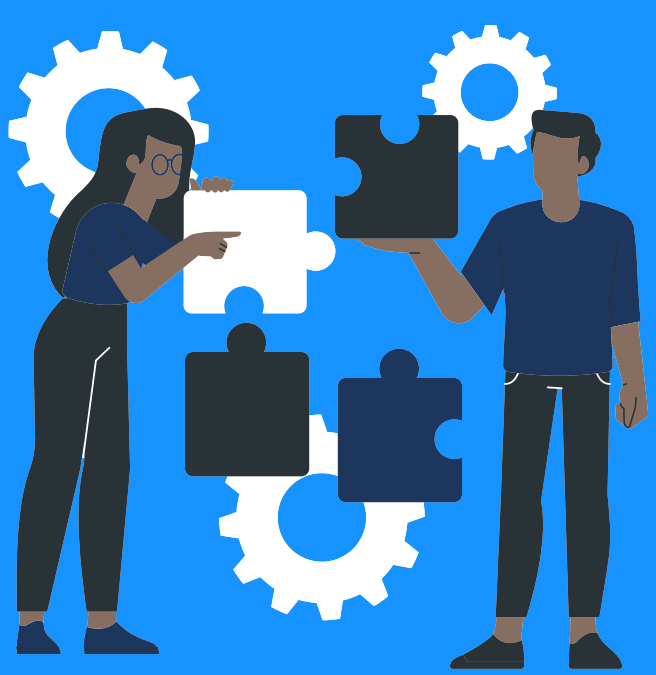
TIPS TO COMMUNICATE ORGANIZATIONAL CHANGE

TIPS FROM BERNARD COLEMAN, HEAD OF EMPLOYEE ENGAGEMENT, GUSTO



1 Provide the Vision

Before launching a change management effort, you should have an established vision and an implementation plan.



2 Who to Tell First

Early buy-in can help reduce unforced errors and other unintended consequences later on, such as decreased employee morale or a loss of leadership credibility.



3 Manage Expectations

This is bedrock: Too often plans are rolled out and time tables are committed to but leaders don't give those impacted a clear understanding of what will happen next.



4 The Right Messenger

When delivering messages, it is important to have the right messenger -- a person who is trusted, an authority, and who can help lead the change as an effective messenger.



5 Rinse, Repeat, and Reinforce

Some messages bear repeating, so complex organizational changes usually require multiple channels through which to communicate and then reiterate the message. You can't expect all audiences to hear or see the message the first, second, or even third time.

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