

# Communicating Change

## The journey





What is change

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Change is when things  
move from a current to  
future state





How do  
you drive  
change

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Know your vision, your  
end goal, and get clear on  
what needs to change to  
reach it

**Sometimes the best start can be to stop and pause..  
What does your big picture look like?**



# What is Change Management

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Systematic approach to  
managing the people side  
of change...

**People are ready willing and able to move through  
change**



# Change Management Basics

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Successful change  
management is founded on  
effective communications

**Engage your stakeholders, manage the people impacts,  
build capability, make it stick, and..  
communicate, communicate, communicate**



When do we  
use Change  
Management

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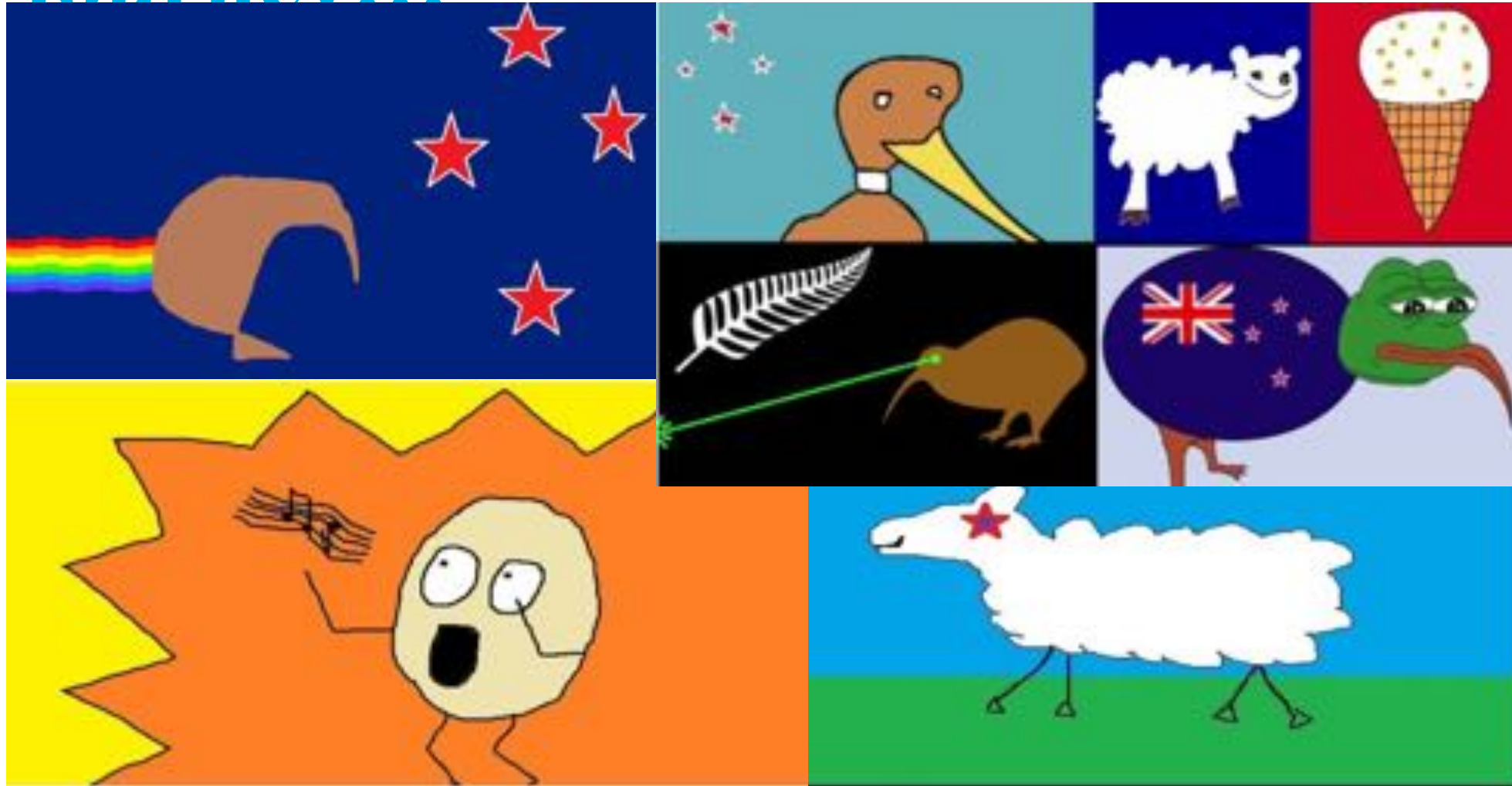
When we need to take  
people on a journey



# Change Management is everywhere...



...there was definitely a journey...





...with not always the best results...



Please take this leaflet, tape it to your shoe then stick it as far as you can up John Key's ~~car~~  
Thanks ☺

### Voting Paper for the 1st Referendum on the New Zealand Flag



**QUESTION:**  
If the New Zealand flag changes, which flag would you prefer?  
Rank flags using the instructions above.

NONE - they are awful



WRITE NUMBERS HERE →



# Why is Change Management important

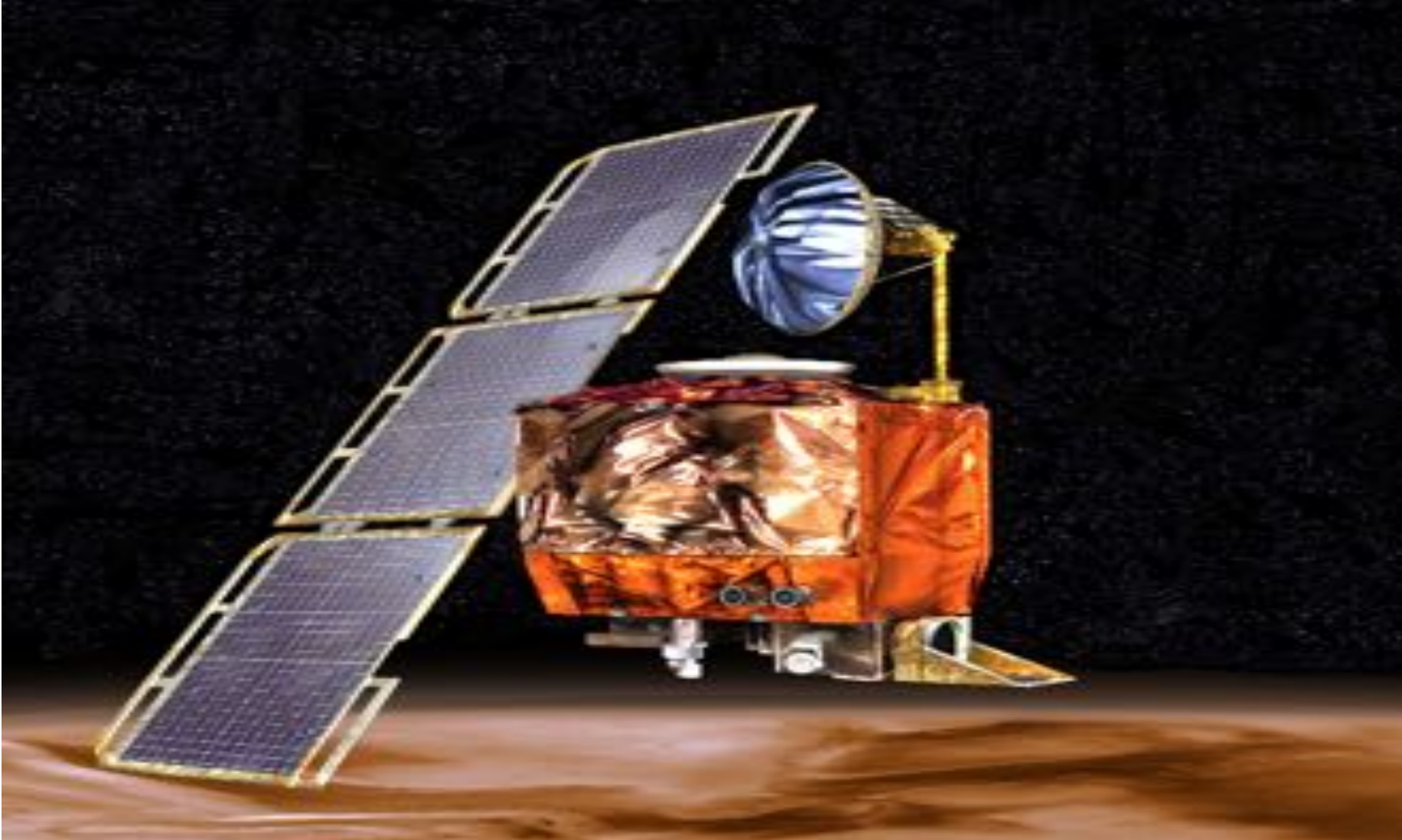
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It manages risks, helps you plan, and looks after your greatest asset...people

Creates success by building support, addressing resistance, developing knowledge and capability



Things can go terribly wrong without it





How do people  
react to change

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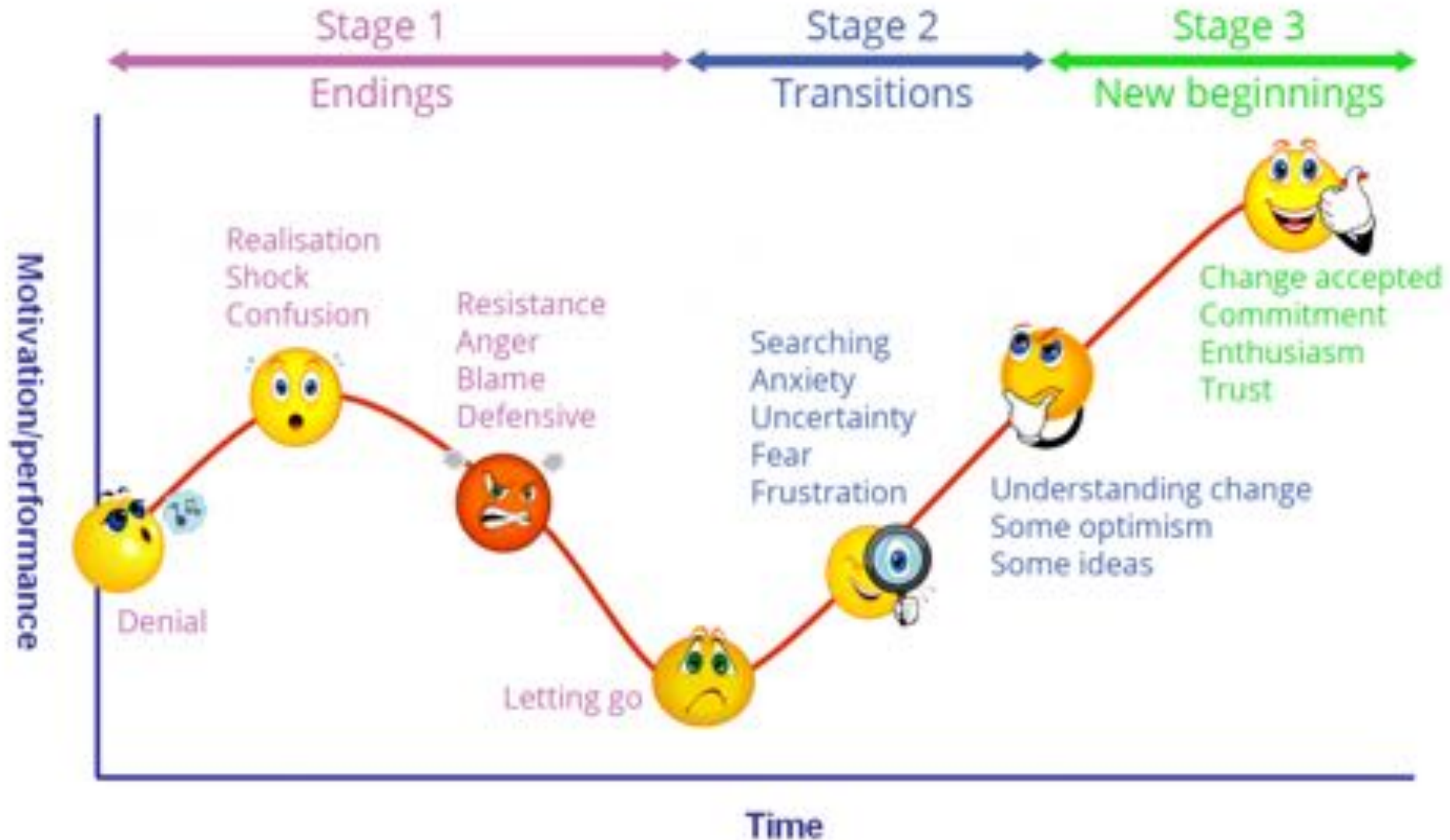
We're all wired  
differently...there's no 'one  
size fits all' approach

Personality preferences – who we are

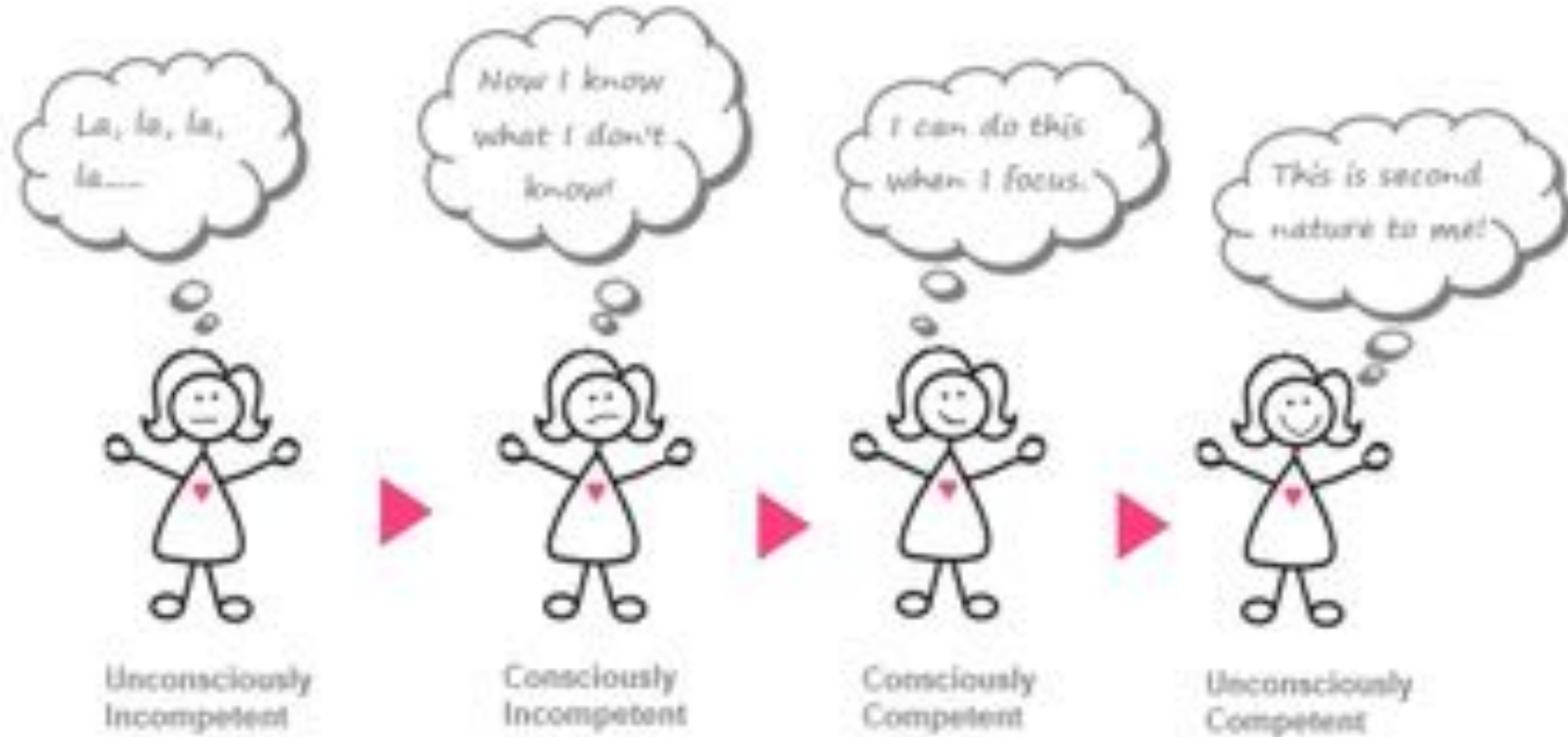
Learning styles – practical vs theory

Motivators – autonomy, mastery, purpose

# The Change Curve



# Change takes effort...





# Role of Comms in change

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## It brings people on a journey...

Manages risks and impacts

Ensures everyone knows what they need to know

Enables learning

Creates capability

Builds a guiding coalition

Strengthens bonds, creates unity

Stops the rumour mills

Reduces change anxiety

Creates planning platforms

Celebrates success

# Top tips for communicating change

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## Communicate early, and often

Consider messaging, timing and what learning's involved, keep it consistent, clear and relevant, and be transparent

If there's a void of information...people will make up their own scary stories...



# Top tips for communicating change

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## Communicate your vision, the end goal

...and do it over and over again

Explain the why

Get clear on what's changing, and what's not changing



# Top tips for communicating change

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## Identify your stakeholders, understand and engage them

Know who needs to be engaged and why, bring them on the journey early, give opportunities for people to share

You can forget important stakeholders but they won't forget you...



# Top tips for communicating change

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## Lead your communications from the right people

Everyone has someone they'd rather hear 'news' from...  
Facilitate change by leading with the right people

# Top tips for communicating change

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## There's no 'one perfect way' to communicate

Adapt your pathways and vehicles, consider your passengers, create dialogue, keep checking in that you're getting it right

The right words motivate...the wrong ones don't...

# Top tips for communicating change

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## Be interactive...answer the questions people have

Build understanding, eliminate confusion, address concerns, consider the impacts, reinforce the drivers for change

# Top tips for communicating change

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## Change takes effort, celebrate the success along the way

Progress is a great motivator...call it out, celebrate it, appreciate people's efforts, say thank you

# Communicating change is a journey...

