

Communicating Change

The journey





What is change

Change is when things
move from a current to
future state





How do
you drive
change

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

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

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



Change Management Basics

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

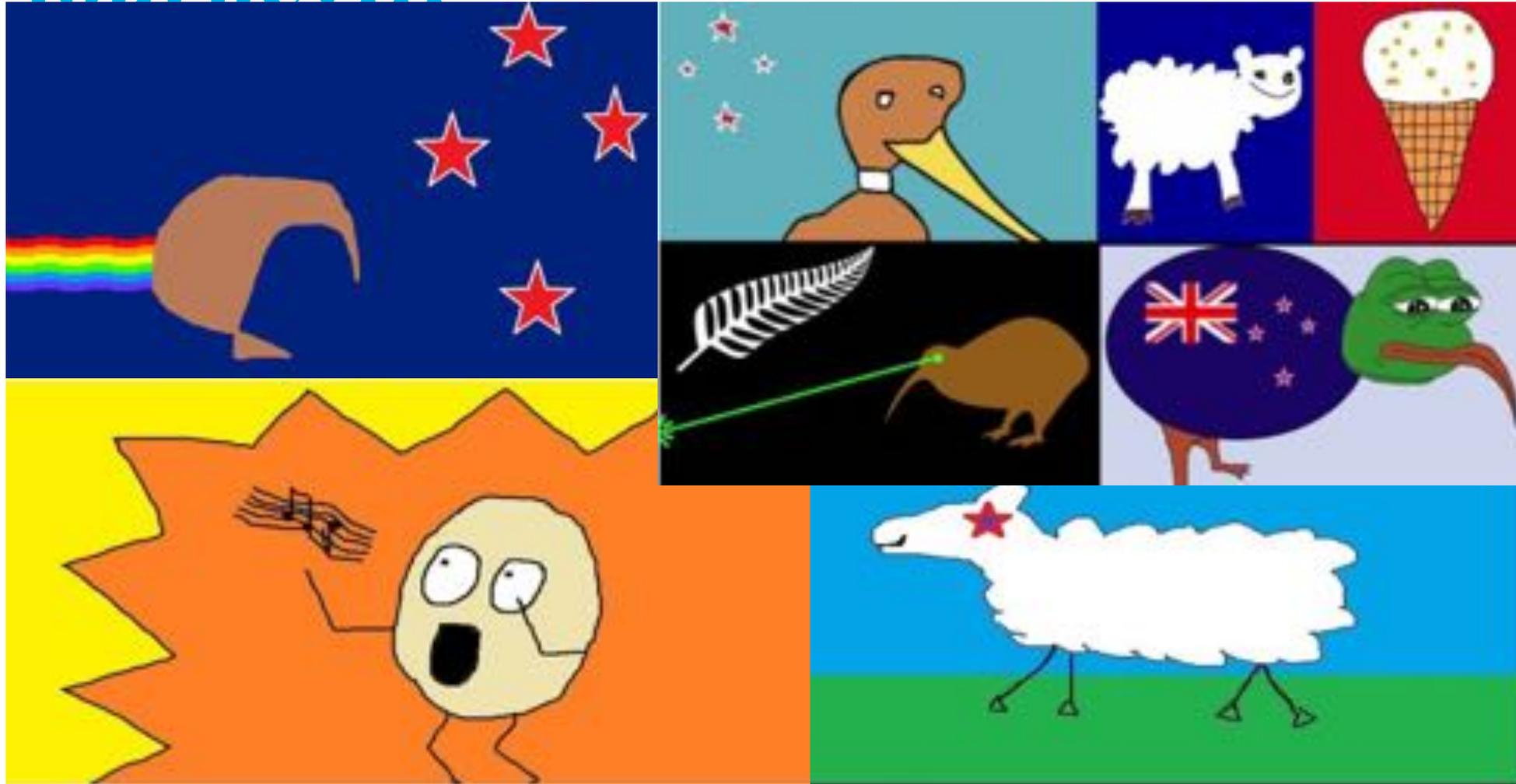
When we need to take
people on a journey



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 →

Five empty square boxes for ranking the flags.



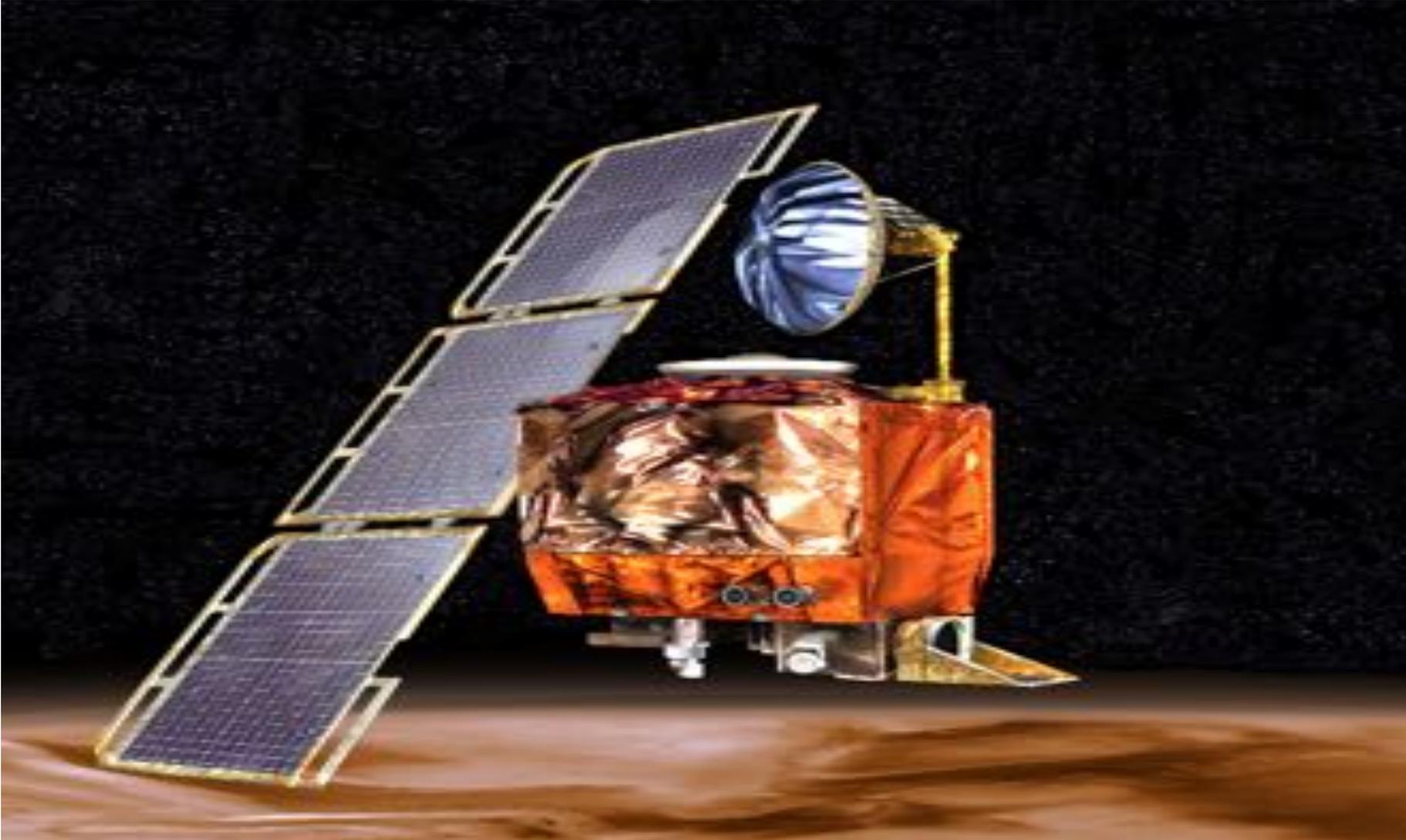
Why is Change Management important

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

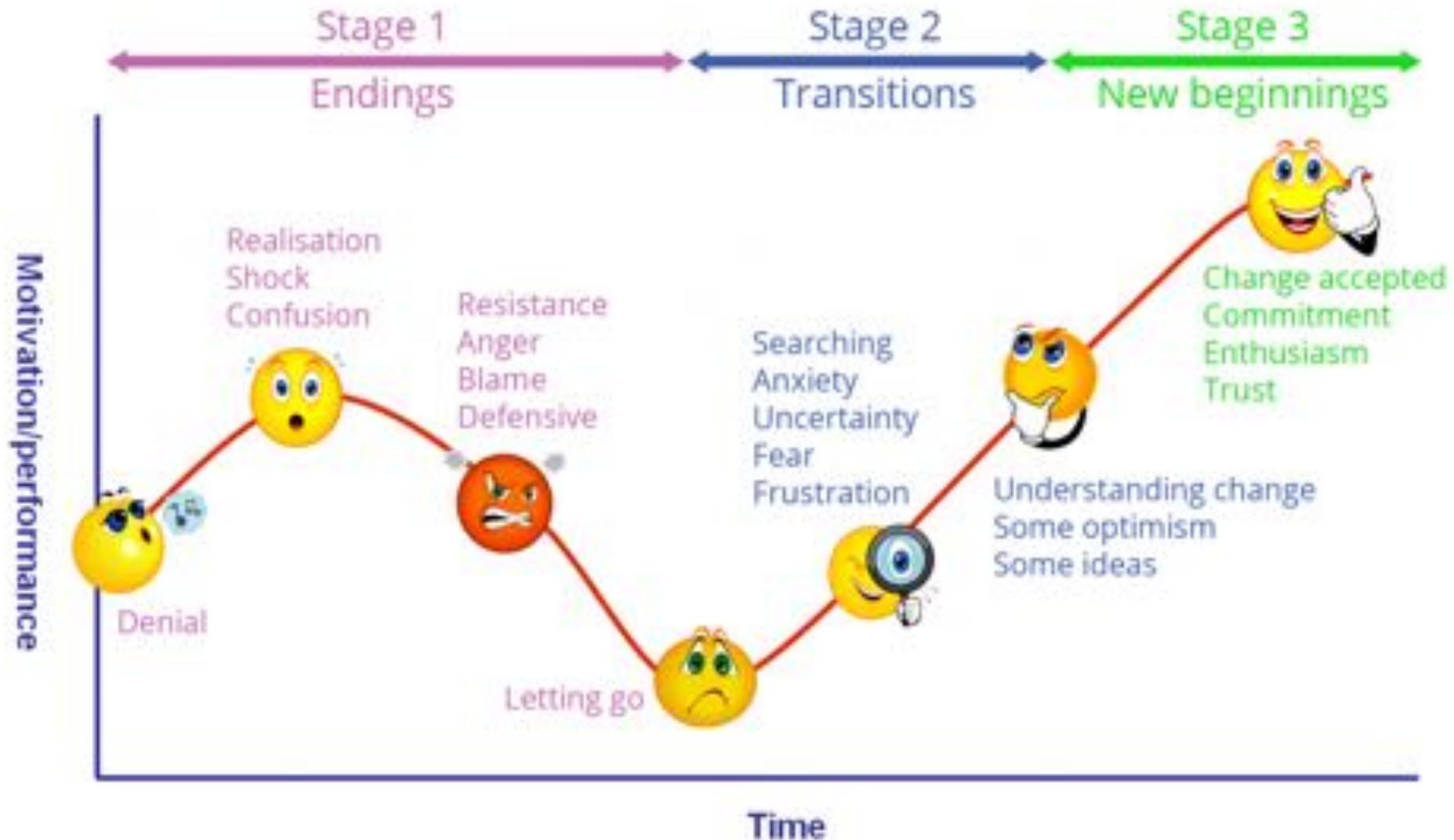
We're all wired
differently...there's no 'one
size fits all' approach

Personality preferences – who we are

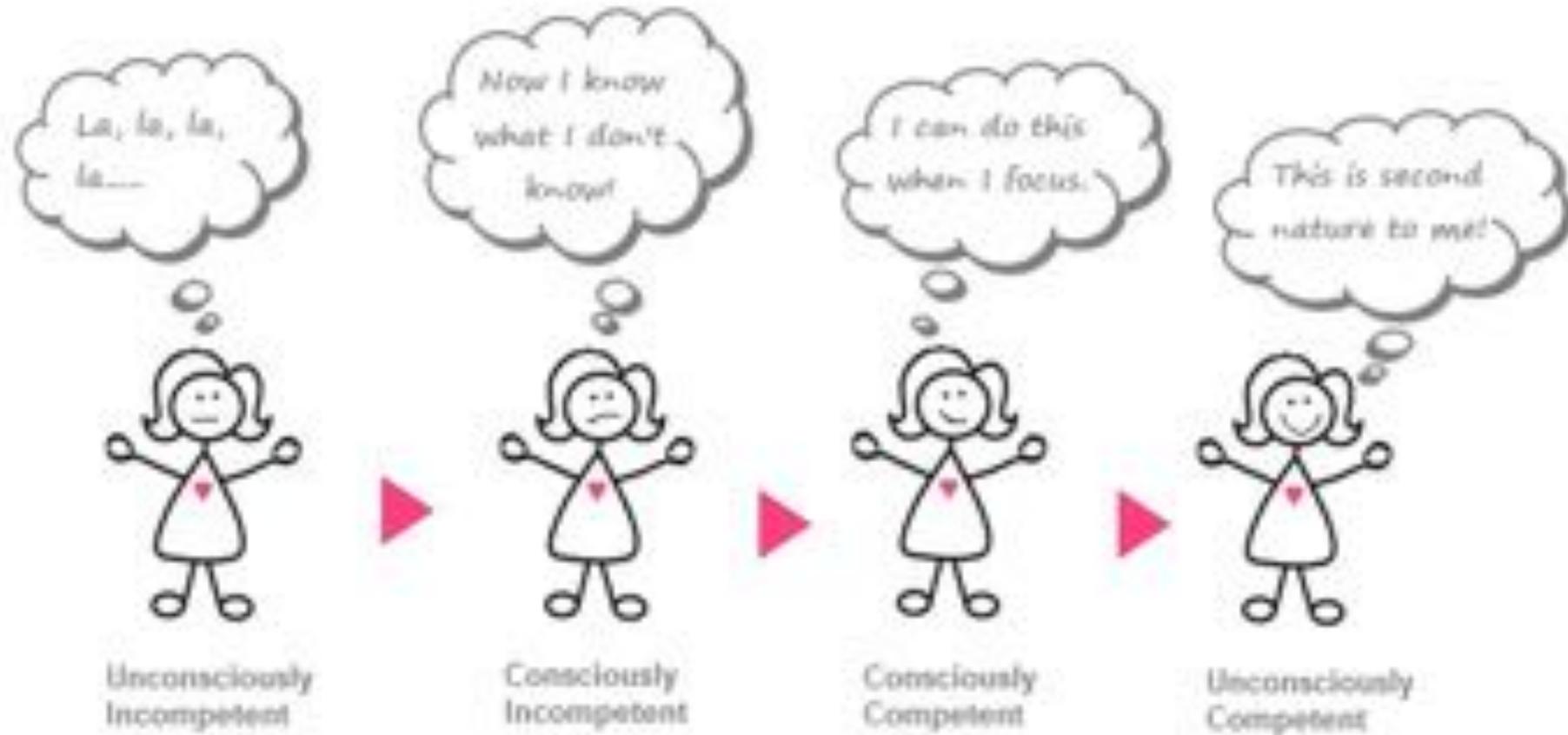
Learning styles – practical vs theory

Motivators – autonomy, mastery, purpose

The Change Curve



Change takes effort...





Role of Comms in change

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



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



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

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

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



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



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



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...

