

## Draft effective Change Communication (Checklist)



<https://projectsponsorguide.com>

This resource is part of the Online Course "Communicate for successful Change", helping Project Sponsors become more visible and proactive in their role. If you want to find out more about the Online Course, visit: [Online Course: "Communicate for successful Change"](#)

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You are communicating to achieve better business results. Bear in mind the following questions when drafting your project communication:

Topics to consider	Questions to answer for effective project communication
Background - Why do we need to change?	<ul style="list-style-type: none"> <li>• What is the current situation / business issues / market trends?</li> <li>• What are the analysis findings, facts, the need, sense of urgency (what would happen if we didn't change?)</li> <li>• What is the vision? Why are we making this change, what are the specific outcomes or results we are trying to achieve?</li> <li>• What is the link to company strategy?</li> <li>• What are the benefits for the organisation? For the workforce?</li> </ul>
What is the scope of the change?	<ul style="list-style-type: none"> <li>• What is the objective for the change? How big is the change?</li> <li>• What specifically needs to change in order to enable us to meet our objectives (impact for processes, systems, technology, facilities, tools, organisational model, staff and job roles)?</li> <li>• Who will be most impacted? Who needs to change? What groups, departments, divisions are impacted by this change?</li> <li>• What will the future state look like? What is the definition of success?</li> </ul>
Who needs to know?	<ul style="list-style-type: none"> <li>• Who is the audience for your communication (stakeholders; groups of people impacted)?</li> <li>• What are their needs (level of seniority, diversity)?</li> </ul>
How will it change?	<ul style="list-style-type: none"> <li>• Project scope, timelines, milestones, systems, training, implementation</li> <li>• Who is responsible / accountable?</li> <li>• What are the timelines (overall timeframe, milestones, deliverables, key decision points)?</li> <li>• When will it start?</li> </ul>
How will people be impacted by the change	<ul style="list-style-type: none"> <li>• How will it impact staff, supervisors, and managers; will there be an impact on reward, remuneration, changes to the hierarchy?</li> <li>• Impact of the change on the day-to-day activities</li> <li>• Implications of the change on job security</li> <li>• Benefits the employees can expect (what's in it for me? (WIIFM?))</li> <li>• Expectation that the change will happen and it is not a choice</li> <li>• Specific behaviours and activities expected from the employees</li> <li>• Procedures for getting help and assistance during the change</li> <li>• Who can get involved?</li> </ul>
Planned involvement and communication	<ul style="list-style-type: none"> <li>• Have we got early success stories, quick wins, and best practice?</li> <li>• How can people find out more? Where will information be available (e.g. regular communication, intranet, newsletter)?</li> <li>• Ways to provide feedback</li> </ul>

### Sources:

- Prosci Inc. (2014 Edition). Best Practices in Change Management
- Jeffrey M. Hiatt. How to Implement Successful Change in our personal lives and professional careers.