

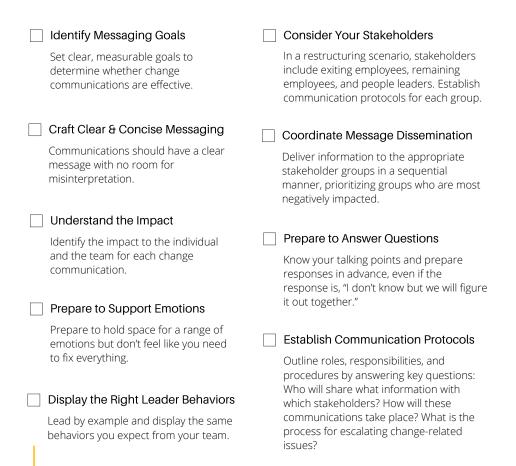
Words Matter

A Leader's Guide to Communicating Change

Businesses are grappling with new challenges daily as we all assess the impact of our rapidly changing environment and the unknowns of the future. If you are contemplating difficult decisions such as furloughs or reductions in force, we've created this checklist to help you plan and execute a solid communications strategy for what lies ahead. Access the full guide at **www.bpi-group.us**.

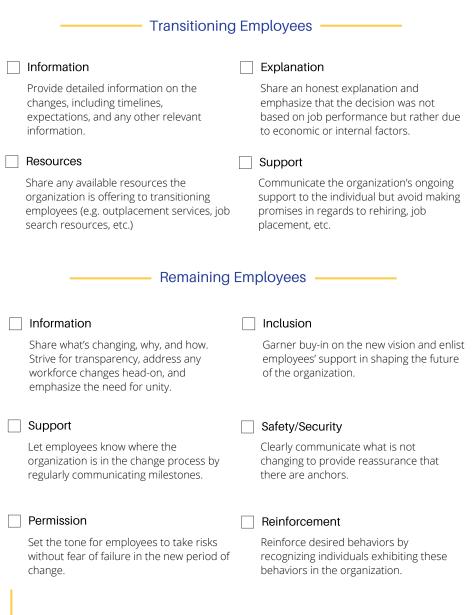
Before Communication:

Follow these steps to lay the groundwork for an effective communication campaign:



What to Communicate:

Develop a communication plan for each of your employee stakeholder groups:



When to Communicate:

Establish a Timelv & Consistent Rhythm

Share timely and accurate information that answers critical questions. This will help to facilitate change acceptance.

Frequency is Key

Share when you have concrete updates (whether good or bad) on the current state and future direction

Be Mindful of Global Teams

Schedule live updates, such as virtual town halls or video streams. during times that work best for all employees.

How to Communicate:

Use Multiple Channels

Select a variety of channels, such as email, town-hall calls, video meetings, voicemails, etc., to ensure your message reaches all employees.

Choose the Right Medium

Work with internal leaders to outline how different types of communication will be disseminated to the organization.

Confirm Message Receipt/Comprehension

Always solicit confirmation from team members that they are aware of and understand the changes communicated to them.

Moving Forward:

Engage Outgoing Employees

Early and sustained engagement with outgoing employees will help foster an easier transition.

Incorporate Change Into Discussions

Add organizational change as a regular agenda item, discuss progress toward initiatives, provide space to problem solve about what is going well or where team members need support.

Don't Shy Away From Growing Pains

Make it a point to continue asking how team members are navigating changes.

Continue to Improve Communication

Solicit feedback, escalate guestions you can't answer, and share insights with leadership to create a feedback loop.

Be Available to Your Team

Overcome social distancing challenges by hosting virtual team lunches, scheduling casual calls with team members, asking about weekend plans or whatever comes up. Get creative!

We're Here to Help

For more information on employee transition and change management, contact us at ereynolds@bpi-group.us.