How to communicate change successfully

In a world that is constantly changing

What's **YOUR** Story?

CommunicateYourWhy.com

There is a real disconnect between the desire for change and being able to change effectively

The goal of this eBook is to provide you with the tools you require to enable effective change within your organization.

The only constant is change

Change is continually happening either around us, to us, or because of us.

We change through innovation, purpose, culture, mergers, acquisitions, expansions, reductions or a myriad of other factors.

The challenge is there is a factor that many of us overlook when it comes to change.

We forget to factor in the "X-Factor" when it comes to change . . . PEOPLE!

Why are people the "X-Factor?"

Most change management is built upon metrics. The assumptions come down to a series of equations that weigh pros and cons of taking certain costs of action, what the costs of taking those actions will be and what the return on that investment will be.

You cannot reduce people to an equation!

People do not all think and act in unison.

Each and every person within your organization has their own hopes, wants, fears, needs and desires. Each has different things that are important to them, different motivations and different definitions for success.

If we do not think the same, how do we ensure success?

Alignment of ideas, goals and aspirations are the keys to change happening successfully within an organization.

How do we bring about alignment?

Alignment comes when everyone in the organization understands not only WHAT is happening, but WHY and HOW.

It is not enough for people to know that new technology is being implemented, they need to understand how that technology benefits them.

So, what is the first step?

The first step to creating alignment is understanding the philosophy "no person left behind."

No person left behind?

It is imperative that everyone within the organization understands what is happening, why, when, and how it affects them personally, as a team, and as part of the organization.

Ignoring certain groups, believing that the change does not affect them is done at your own peril.

Why is this important?

Ignoring certain groups, or not bringing people into the conversation early enough creates mistrust. People feel that they have been ignored or sidelined.

They believe that their opinions do not matter or worse yet, that their efforts to date are without value.

What are the ramifications of ignoring people?

If people feel ignored, or not read in, they start to fear change, because it becomes the unknown and the misunderstood.

They play out scenarios in their minds that are negative to them and therefore can sabotage the change either intentionally or through disengagement tactics.

So, what do you do?

The only thing that we have found that solve this problem is communication.

Communication must be two-way, open, honest, and often.

Communicating effectively

Communication is not just about telling people what to do, it is about listening to their ideas, understanding their point of view, and valuing them.

It is impossible to make everyone happy

You are not going to be able to take every opinion to heart or make everyone happy. However, you will enable them to feel that their opinions have been heard.

They will then have an understanding as to why you are going in the direction you have chosen and how it affects them.

So, what's next?

At the very beginning of the process, you need to bring teams together.

Allowing them to hear all at once, or as teams, as to what the challenges are, the goals of the company, what needs to change to ensure this and why this is important to the future health of the organization.

Now you need to listen

Setting up effective listening posts, early in the process, is critical for success. You want to know who is excited, who is not, and why.

Get the right people involved in the process

You do not just want to get specific experts involved in the process, you need to have representatives from various teams if you want things to succeed.

This way you have people who can report back to their teams, ongoing, and bring back feedback to the core group as needed.

Do not just get agreeable people involved

It is important to have dissenters within the process.

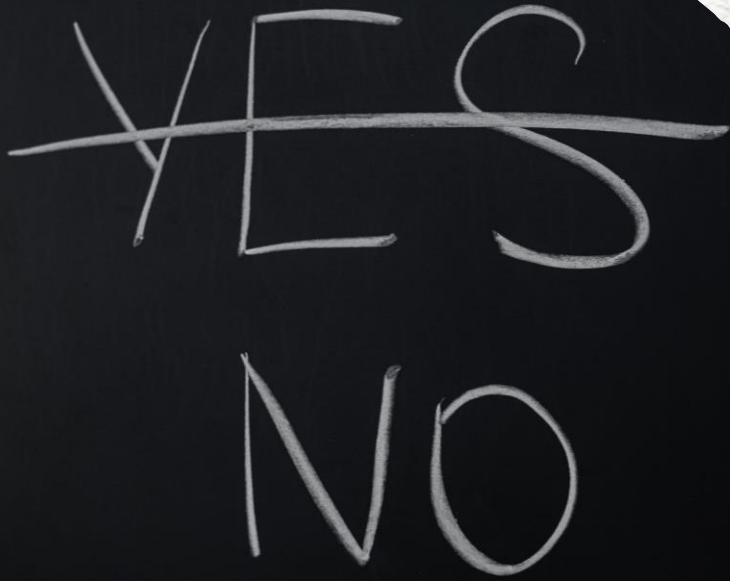Bryce Hoffman calls this Red Team Thinking. (www.brycehoffman.com)

Having people at the table who are willing to ask "what if we are wrong?"

Beware of GroupThink

GroupThink is exactly what it sound like. Everyone thinking in an echo chamber. All believing what is being said or done without questioning it, because of a set of common beliefs that you are on the right track.

GroupThink creates blind spots that others will pick up on, and this will lead to poor adoption and changes not succeeding.

Communicate through the entire process

I cannot emphasize how important it is to communicate broadly throughout the process.

Letting people know what has happened, what is happening, and what needs to happen for success to happen.

People out of the loop become disengaged

If we are not continually communicating, listening for dissent and problems, augmenting, regrouping and recommunicating, people outside the inner circle will become disenfranchised.

Disenfranchised people will never work towards a goal like those who believe in it.

Conclusion

If we want to have effective and smooth change within our organizations it does not happen by accident.

Communication is key and enables people to feel that they are part of the process, valued, and informed.

This is how you keep them involved and make sure the change process stays on schedule and ends up being successful.
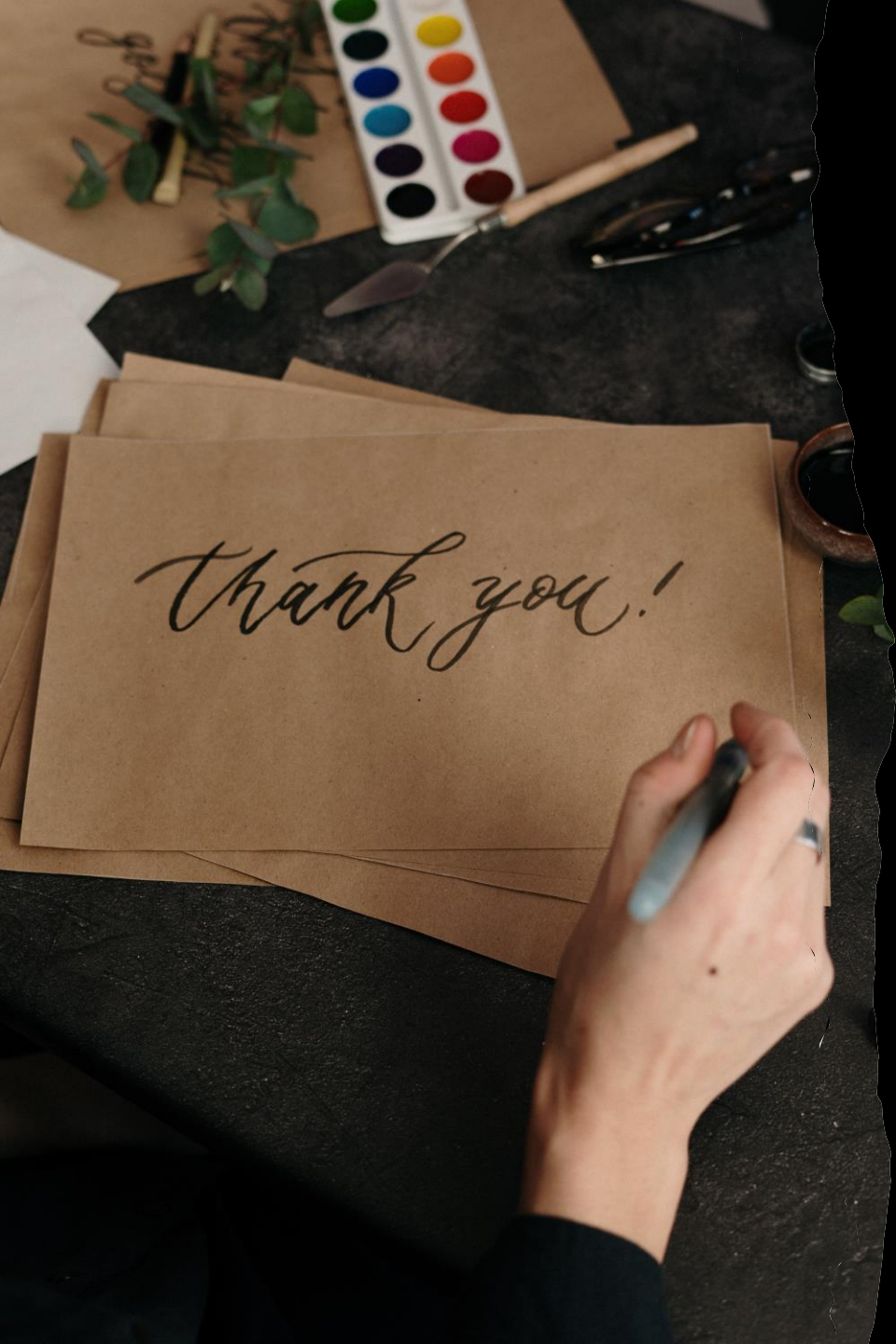
Photo credits

All photos are courtesy of
www.pexels.com

Connect with us

We believe that every client's needs are different and unique.

With that, we want to talk to you.

Please book a free book 30-minutes consultation at:

www.bookameetingwithben.com

Call us at: 604 512 7174

Or find out more at:
www.yourbrandmarketing.com

YOURBRAND
marketing