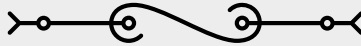


## 4.8 Exercise



Prepare for a Workshop on Change Management

1. Let us define our messaging as to WHY the change is happening. Make it simple and impactful.
2. Define WHAT exactly will be changing in clear and succinct terms.
3. Now let's put together the steps involved in the change, or the HOW.
4. Who will be our biggest supporters? How can we leverage them?
5. Who will be our biggest resisters? How can we win them over?
6. How can we mitigate any fears people may have around planned changes?
7. Capture all possible communication channels we need to leverage. Different people consume information differently and we need to use every channel and format possible.
8. Decide on communication cadence for each channel and format. Remember that people start hearing your message only after you get tired of saying it.
9. Create an action plan.