



COMMUNICATIONS

A critical component of change
for Organizational Change
Management (OCM) and beyond



what we're sharing today

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• WELCOME AND INTROS

4

• THE COMMS PLAN

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• OUTCOMES

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• TOOLS

3

• BUILDING
PARTNERSHIPS

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• Q & A

Pain Points!



We surveyed OCM and Project Management (PM) folks about their biggest beefs with communication on change initiatives. Here are the themes!

Unclear roles and responsibilities

Lack of internal comms resource and/or commitment

Internal comms processes are burdensome

Key communicators hesitant to draft and deliver comms

"what is OCM, exactly?"



Introduction

Thanks for your feedback!

We've assembled OCM and Communications subject matter experts to support you with those pain points and common barriers.

Here's a quick intro to who we are...



Who We Are



Samantha Trotter



Jesse Walker



Tiffany Loescher

Outcomes for this Session

First goal

Build a better understanding of the interplay of roles on a change effort, and how effective partnerships can be structured and approached.

Second goal

Offer useful advice and resources for real-world application of communication on change initiatives.

We're presenting on what's ideal - reality can look different.

(we all do the best we can with what we've got)

Project Manager

Sponsors

Subject Matter
Experts

Roles

External Partners
Communities
Public


Communications
[?]

Internal Partners




Communicating **WITHIN** the
project team

People you are communicating
with in order to accomplish
the work



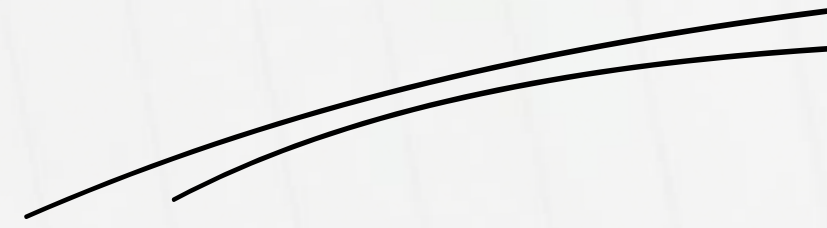
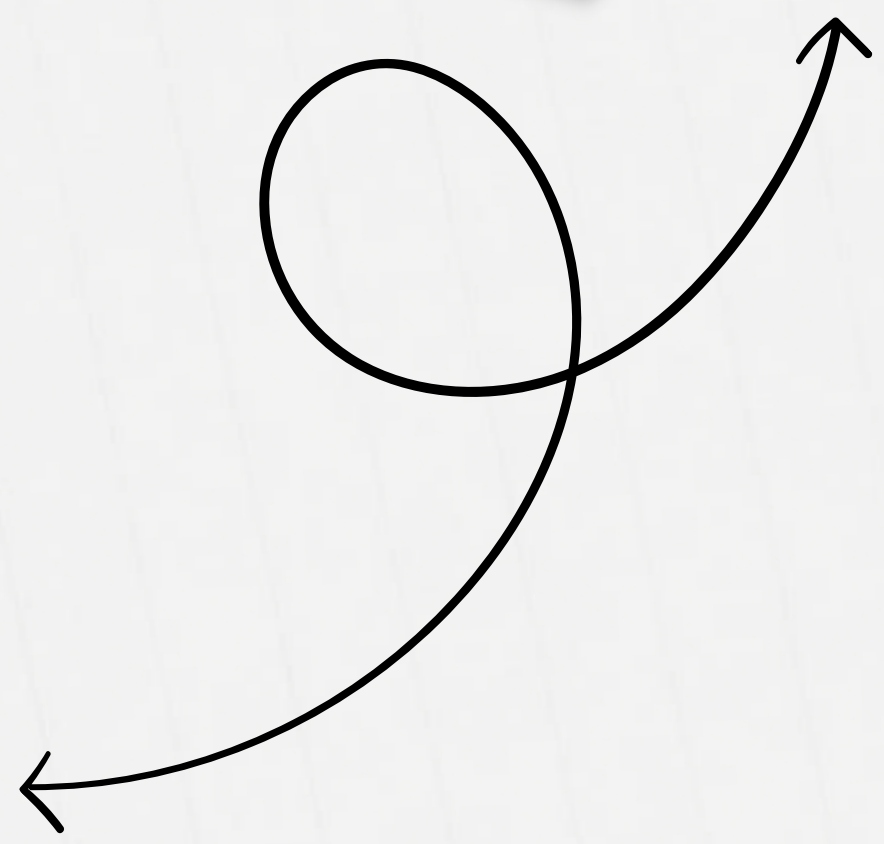
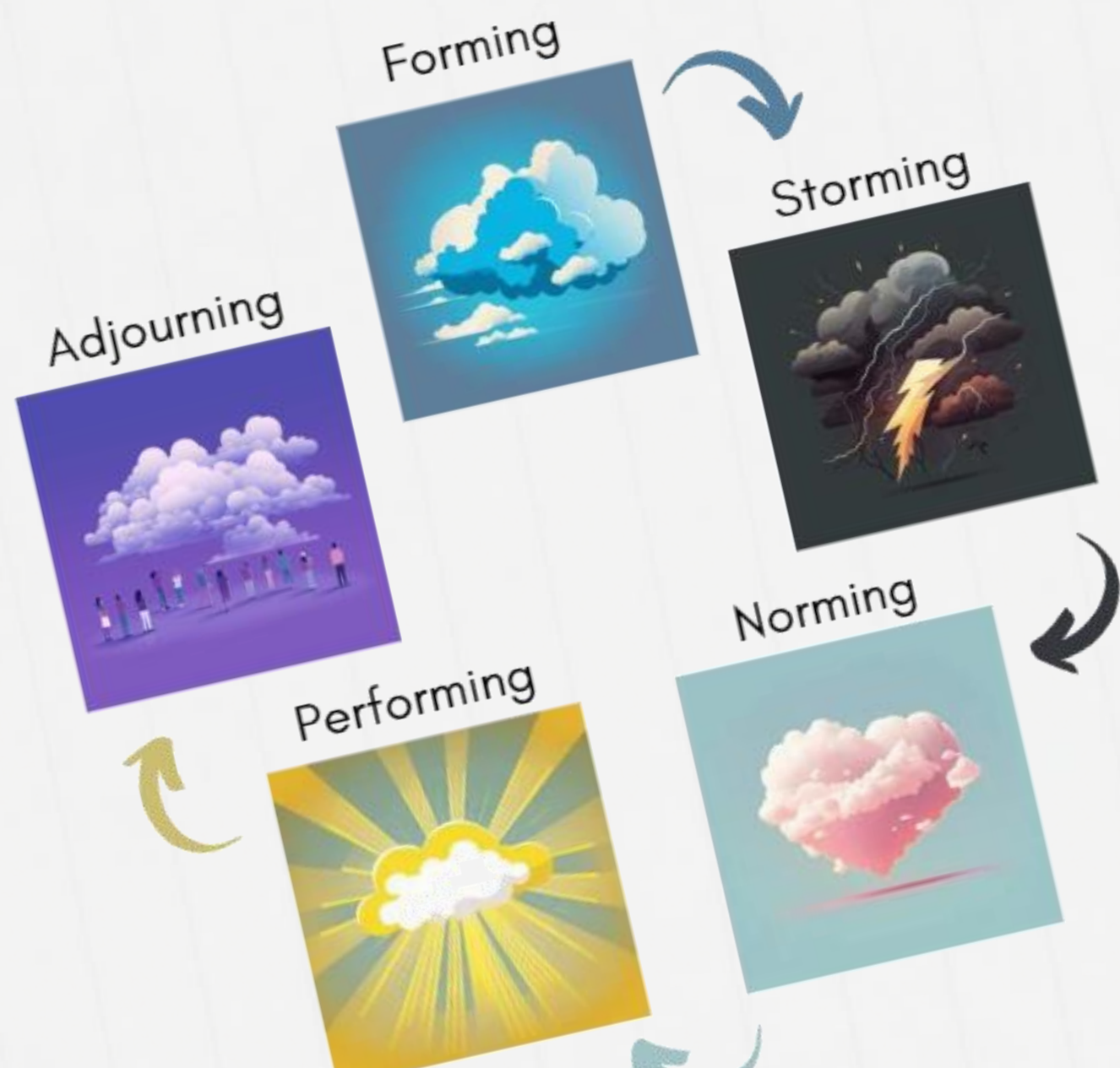
Communicating **FROM** the
project outward

People you are trying to reach
as part of the objectives and
goals of the project





Building Partnerships





Strategy

What do we need to know
about each other in order to
work well together?

What does partnership success look like?

What does collaborative success look like?

Shared Goals

What can we gain together, that we can't gain alone?

Desired Outcomes

How do we make our shared goals concrete?

Roles & Responsibilities

What do we think?
What do others think?
How are we actually doing it?

Development Setting Expectations

Timelines

What does our mutual path forward look like?

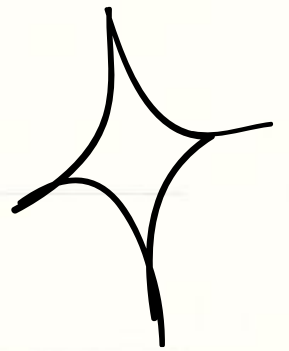
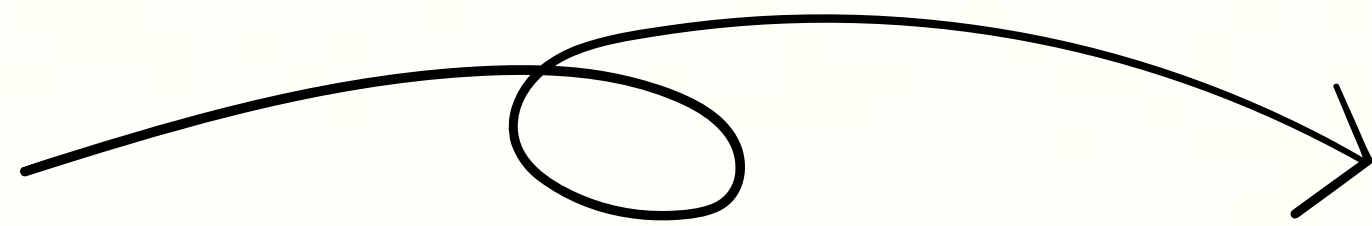
Strategies

Where do we work together?
Where do we work independently?

TRUST

Critical #1 Key

Most Important



What Harms

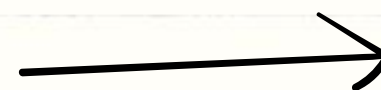
What Helps

Defending your viewpoints



Building a sense of shared
commitment

Limited or no expectations set
for team collaboration



Leadership vocally
supports collaboration,
and models the way

Losing sight that change
takes time and is an individual
process



Address issues with a
growth mindset

Falling prey to judgment
and assumptions



Talking about what trust looks
and feels like

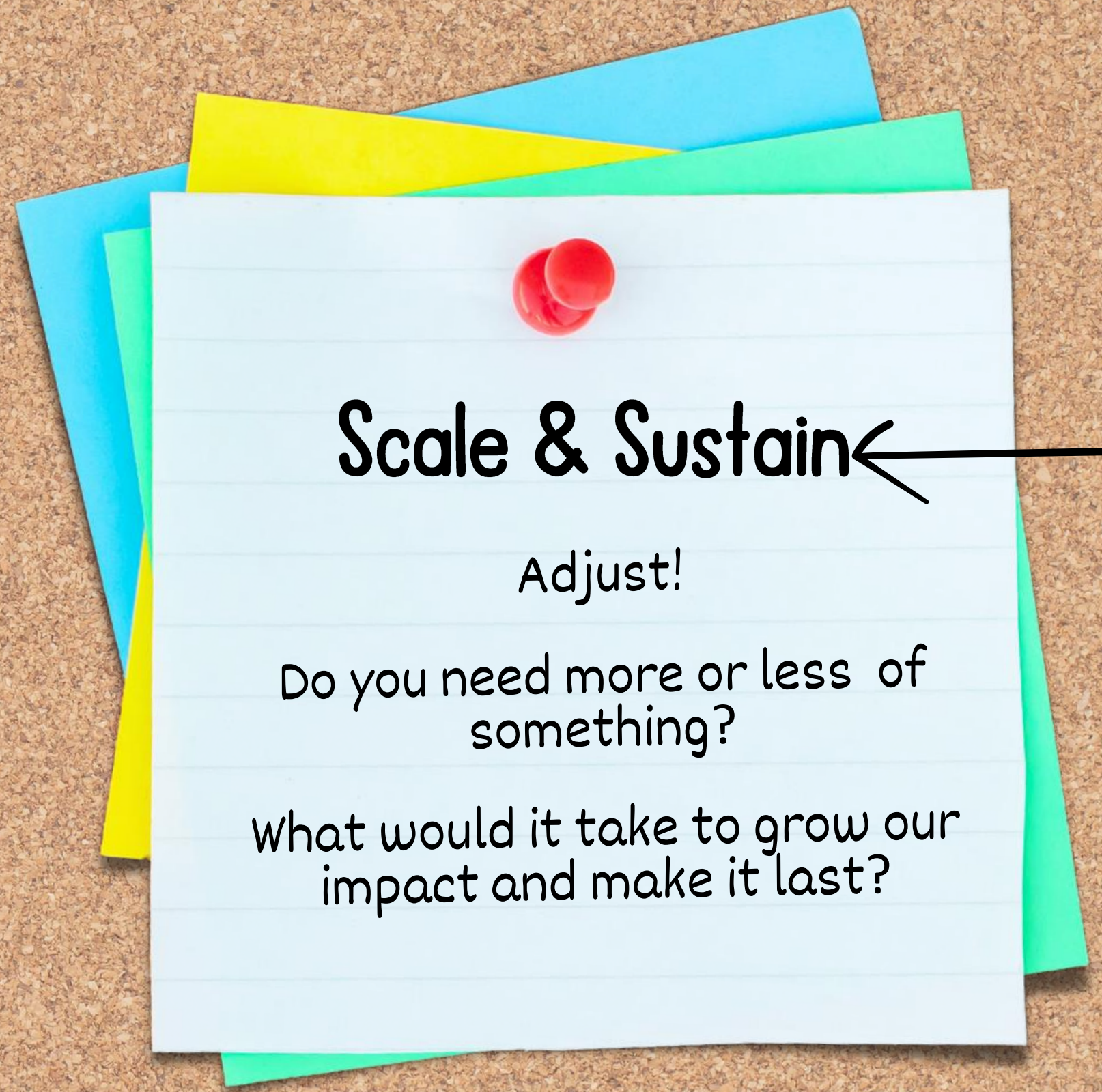


→ Do the Work

Test the strategies, structures,
and practices you've agreed to

Start regular check-ins

Address issues as they come up
directly and with trust



Scale & Sustain←

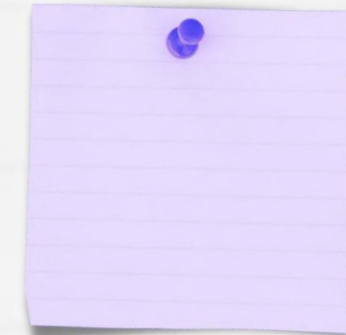
Adjust!

Do you need more or less of
something?

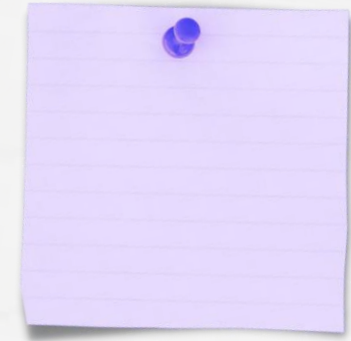
What would it take to grow our
impact and make it last?

Work with your Communications team

- Get to know your Communications folks
 - Do they have experience working with organizational change managers?
 - What's the best way to ask for their help?
 - Discuss your roles and how you might collaborate.



It's a dance!



- **Communications/change management collaboration dance**
 - Change managers are good at identifying stakeholders/target audiences for messages.
 - Communications consultants are good at identifying effective messaging and strategies to reach the target audiences.
 - Good collaboration = successful change management + successful communications.

The Comms Plan



- Objectives: What are you trying to accomplish with your communications?
- Audience: Who are you trying to reach? Identify and prioritize your audiences.
- Key messages: What the key things people need to know?
Try to limit to 3-5 messages.

More about the Comms Plan



- Activities/deliverables and timeline: What types of communications will help you reach your objective? What's the best order and timing? Who needs to be involved in developing/reviewing/approving?
- Challenges/risks: What are the challenges and risks to being successful?
- Measurement/outcomes: How will you measure success? Identify things that are measurable.

Tools

1


L&I Roles and
Responsibilities
Matrix

2

Liberum OCM
Help Lab PPT
and Recording

3

L&I
Communications
Tips

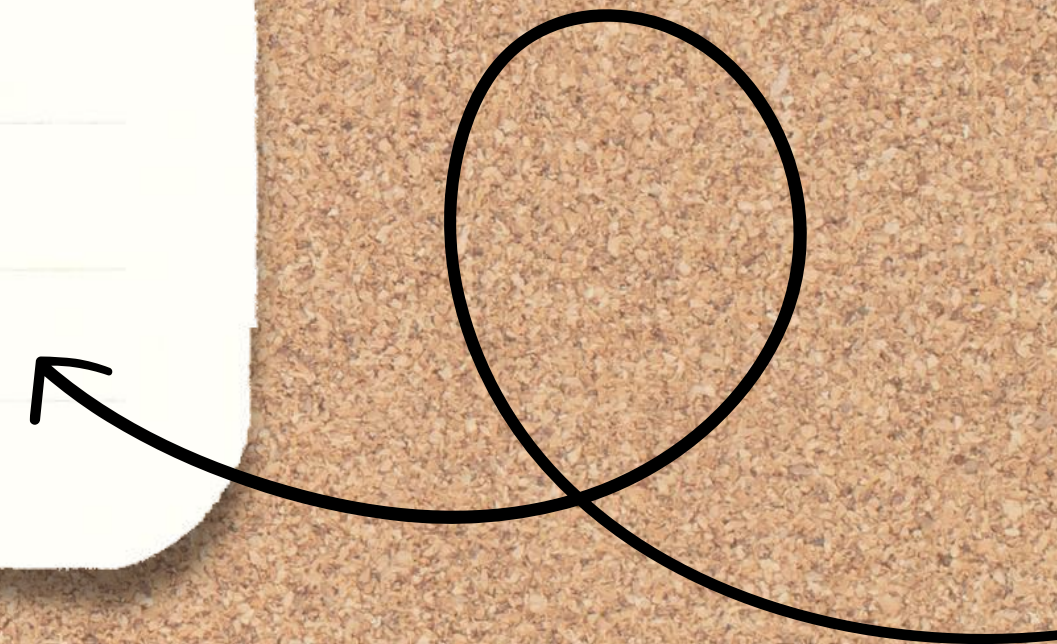


Q & A

Talk to us!

What pain points are you experiencing
with communications and OCM?

What is working well?



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Thanks!

Want to connect? Reach out!

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