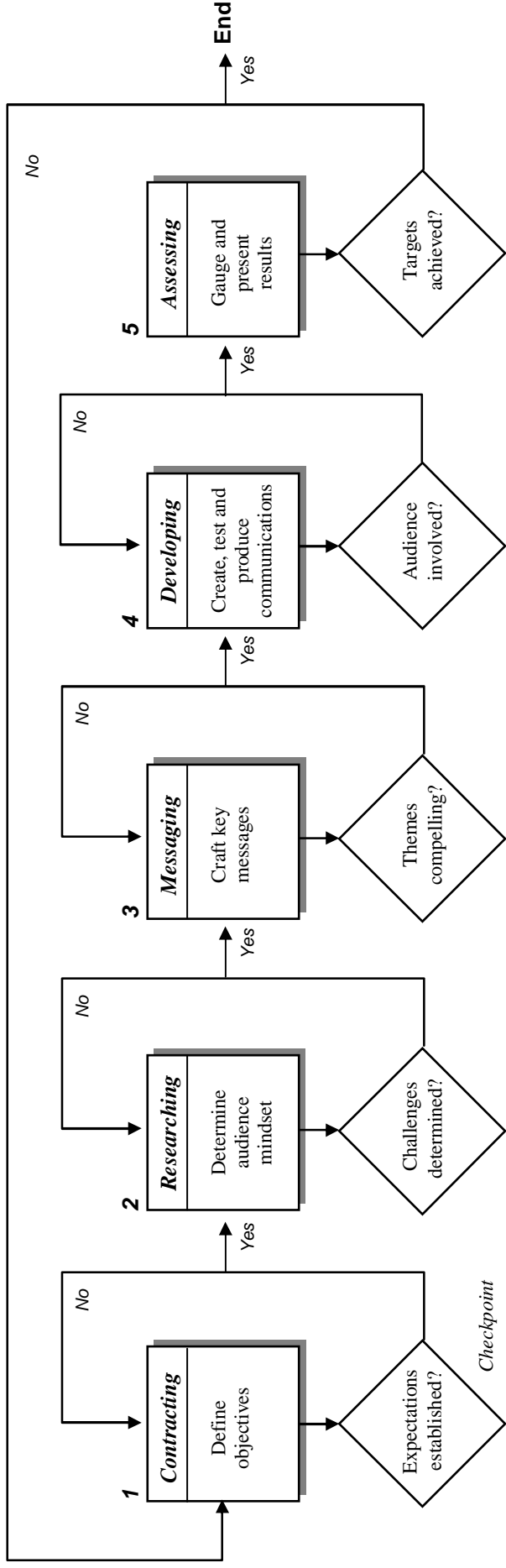


# CHANGE COMMUNICATION MODEL

A data-driven process for communicating change



## ACTIVITIES

Identify what needs to be accomplished.	Define what your target audience currently believes about issues related to the change.	Craft persuasive messages that reinforce positive beliefs, counter negative beliefs and enhance people's understanding.	Plan communication approach and tactics.	Measure impact of the change, reactions and opportunities to enhance perceptions.
Determine whom you wish to reach.	Identify the values and perceptions driving those beliefs.	Express each message in terms of a theme, a summary statement and supporting evidence (e.g., facts, statistics, etc.)	Create prototype communications.	Present results to those leading the change effort.
Decide what your target audience should know, feel and do.	Outline likely challenges to your message.		Test prototypes with target audiences.	Supplement communication as necessary.
			Revise communications as necessary.	
			Obtain approvals and finalize deliverables.	
			Communicate the change.	