People connect best with stories. As a change champion you will do well by creating a compelling story and ensure that it is communicated often to the workforce. Unless your change was born of a crisis, you’ll need to create a compelling story and vision of the preferred future. Both the compelling story and vision of the future should be:

- Short and to the point—but detailed enough to clarify the purpose.
- Authentic and bold—not necessarily polished and refined.
- Inspiring, using words that are meaningful to employees of the organization.

It is unlikely that you will communicate too often during a change initiative. Once you have the data, a business case, and a compelling story, you can begin to establish a communication plan. You will add to it and change it as you work through the change effort, but you should begin to plan communication early. Most employees will have concerns.

The communication plan will include these elements:

- Who: Identify the people who need to know and who will want to know.
- What: Identify the specific information that should be shared.
- How: Identify the methods you have available for delivering the information.
- When: Identify the timeline for delivering the information.

**Communication Plan Tips**

- Communicate often: repetition is good.
- Ensure leaders of the change are available to communicate informally.
- Use a variety of communication methods.
- Keep it simple; use stories, metaphors, and analogies.
- Share the responsibility of communicating with those who would like to be more involved.
- Listen: a communication plan needs to be two way.

Create your communication plan here:

- **Who:** ________________________________________________________________
- **What:** _______________________________________________________________
- **How:** ________________________________________________________________
- **When:** _______________________________________________________________