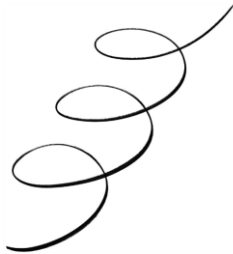


## Change Communication

Communication is one of the key success factors as well as a vital management tool for effective change processes. Change communication, used ideally, increases the acceptance of change and the willingness to change tremendously, in a much shorter time. Dialogs do not tear off, content is strategically placed and assigned to specific target groups. "Internal Marketing" for the project is developed. Process know-how coupled with communications expertise is mainly required.



**Tell me - and I will forget; show it to me -  
and I will remember, involve me - and I'll  
understand.**

*Laotse, filosofo cinese, 6<sup>th</sup> century BC*

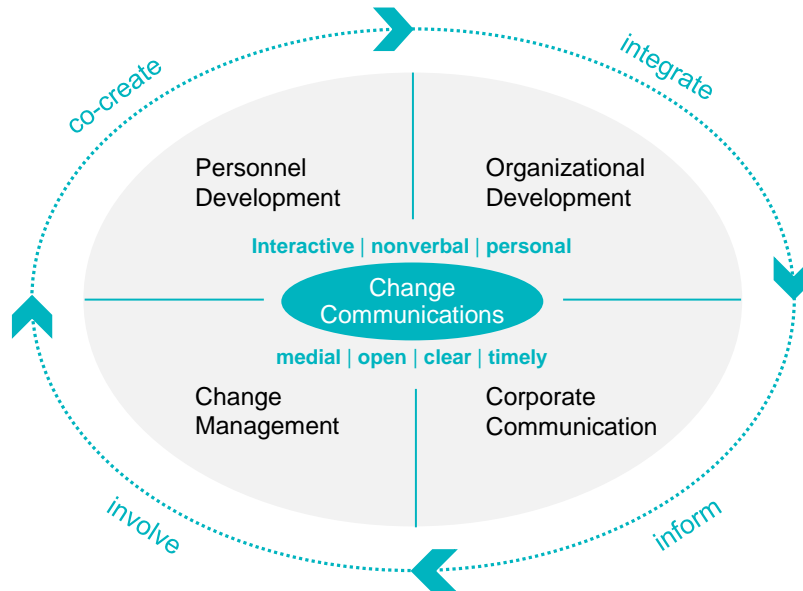
### Typical Cases

- Inadequate communication is often the main cause for the failure of a change project.
- In the course of a change process sudden great difficulties occur. The change effort has come to a standstill.
- The involvement of managers and employees is critical to success for the change process.
- The company's internal communications practice does not coincide with the needs of employees.
- The story and the internal branding project are missing.

### Benefits

Well-coordinated and clear communication contributes significantly to success in all phases of a change project. Open, timely and lived communication on an equal footing builds trust and brings openness for change. Possible rumors and uncertainty will be prevented or even intercepted. All affected employees feel equally informed and involved, the balance between facts and emotions is coherent.

## Change Communication Process



### We support you by ...

- finding answers and concepts for the following questions: who will communicate what kind of messages and content to whom in which order and form?
- initiating relevant dialogues to get the relevant stakeholders involved.
- providing management with processes and communications coaching.
- preparing understandable, to the point content for the respective stakeholders.
- providing crisis communication in externally effective, sensitive processes.
- using media and especially social media for your change process.
- working together on the internal branding and positioning of the change process.