THE UNIVERSITY OF HUDDERSFIELD

COMMUNICATION OF CHANGE

GUIDANCE FOR MANAGERS

Top Tips

Think carefully about how you are going to communicate your message to the target audience. Effective communication will help overcome resistance to change and ultimately maintain staff engagement, motivation and overall wellbeing.

Begin communications as soon as you have determined the associated issues, objectives, audience and messages in relation to the planned change.

Keep communication clear, understandable and well timed, providing context for the change – be honest and consistent. Don't communicate for the sake of it and avoid woolly, unrealistic statements.

Provide clear direction and leadership about what the change is and its timescales to give staff the chance to be consulted at an early stage.

Think about your audience – if you have different groups of staff affected ensure you communicate information as simultaneously as possible and in different ways as appropriate. The more face-to-face communication you have is better and regular team meetings to brief staff and take questions/comments will help ensure a smoother change process

Anticipate the sorts of questions you may be asked and come up with answers in advance. Staff will want to understand the reasons for the change and how it will affect them, why it is important and how they can feedback.

Listen to ideas and comments made regardless of how good or bad you may consider them to be - they are important and will determine how engaged people are and ultimately how successful the change will be.

Encourage feedback – take regular 'mood checks' on how people are feeling at the different stages of the change. Be visible and approachable, 'walk the floor' – this should help you understand if your communication is working effectively and help you to quickly address concerns about any resistance to change.

Look after your staff – they are our biggest asset. If you manage change poorly they are less likely to be engaged and motivated and performance and wellbeing will suffer. The way you behave and conduct yourself and the way you communicate and the words you use will make the difference to achieving a successful change process.