

# Change Management Workshop

## Activity Two: Crafting Communication

### Communication Tips

- Identify who is leading the change and who do they report to? These are people who are best placed to communicate.
- Answer the questions
  - "Why is this change happening?"
  - "What is the risk of not changing?"
  - "What's in it for me?"
- Don't delegate communication
- Prepare anyone who is cascading information to deliver effective communications and have the necessary conversations? (e.g. research supervisors)
- Find the best ways to reach the audience, don't rely on a single channel.
- Evaluate how the message (if the message) was received.

### In Groups

**Activity:** Create a timeline for communicating the change

**Activity:** Create an all staff email about the change (no more than 350 words)

**Activity:** Create a single tweet in response to the Times Higher Tweeting "I hear it's all change over at the University of XX, looks like trouble is brewing"

**Activity:** How could you evaluate how, and if the communication is received?

