

The 7 P's of Change Communication Planning

Many transformational change initiatives fail due to poor communications planning. Here are seven steps to help organizations move change communication from afterthought to strategic driver. **Start by asking the right questions.**

Planning

1



Preparation

What do we need to get ready for change?



2

People

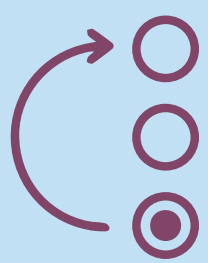
Who are the leaders, influencers, and stakeholders?

3

Perspectives



How do inclusion, diversity, training, and other factors influence communications?



4

Priorities

What is most relevant for success and how do we sequence it?

5

Positioning



How do we explain change and motivate people?



6

Platforms

How do we engage, collaborate, and measure?

7

Processes



How do we manage communication?

Implementation



Kickoff Check-In

Is the change communications plan integrated with the overall change management plan?
Is it set up to be a dynamic, living document?



Periodic Review

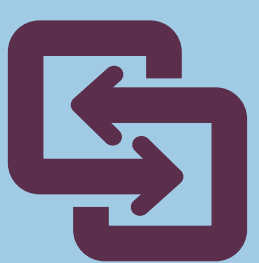
Are things going according to plan?
Are the feedback loops working?
What do we need to adjust or re-prioritize?

Impact



Closeout Assessment

Did we arrive where we wanted?
Did we meet the evaluation metrics we established during planning?



Organizational Culture

What have we learned for future change initiatives and the creation of a culture of continuous change?



Change Communication Matters

Strategic communications is the foundation for successful digital transformation and change management initiatives.

Learn more at [HowToCommunicateChange.com](https://www.howtocommunicatechange.com)