Communicating About Change

Overview

This tool provides a few simple tips about communicating during reduction in force and post-budget reduction changes. It is designed to help managers communicate with employees about the change as effectively as possible.

On the following page, you will find a Communicating About Change Tipsheet. Review the communication tips for ideas about effective communication during post-budget reduction changes.
Communication About Change Tipsheet

- Communicate often – update employees whenever you can – formally or informally.
- Consider the impact of your information prior to communicating it.
- Be consistent in your communications and your actions.
- Be repetitive – ideas sink in deeply only after they have been heard many times.
- Present information openly – be as candid as possible.
- Provide as much factual information as possible.
- If you do not know the answer to a question, indicate that you will attempt to get an answer.
- Follow-up and communicate about any issues you have new information on.
- Engage in two-way communications – listen to your employees.
- Ask questions to learn people’s reactions to the changes.
- Confront rumors head on – try to dispel them with factual information.
- Use various forms of communication.
  - Written: e-mail, notes, memos, newsletters, cards.
  - Verbal: informal chats, one-on-ones, group meetings, voice mail.
- Keep communications simple – reduce jargon and technobabble.
- Use metaphors, analogies, and examples to explain what you mean – “a picture is worth a thousand words.”