

Step 4 GENERATE POSSIBLE SOLUTIONS

COMMUNICATIONS Worksheet

You cannot underestimate the importance of communicating on a regular basis both during the process of building momentum and capacity for change – as well as afterwards when you are focused on embedding and sustaining these changes. This worksheet offers some reminders for why, how, and where wide-spread communications can be beneficial.

WHAT ARE YOUR KEY MESSAGES?

- Focus on success
- Focus on help that you need from senior leadership, other areas, other departments, colleagues, and staff
- Focus on what you have achieved at each stage as well as what you want to do for the future using:
 - » Numbers
 - » Stories
 - » Pictures
 - » Energy/enthusiasm
 - » Repetition

WHO ARE YOUR KEY AUDIENCES?

- Staff who need to change
- Staff whose help you need to make the change
- Staff who will be affected by the change
- Senior management
- Customers (physicians, patients, families, etc.)

WHAT ARE YOUR BEST VEHICLES FOR COMMUNICATING ABOUT THIS CHANGE PROJECT?

- Posters
- Storyboards
- E-mail updates
- Intranet
- Staff meetings
- Board papers
- Hallways
- Elevators
- Parking lot
- Cafeteria
- Unit open house
- Video/DVD
- Photos
- Presentations
- Conferences