

Organizational changes can disrupt standard operating procedures, company policies, and sometimes, the entire company culture. While organizational changes are generally made to improve operations, employees might not see the value in the changes. You're recommended to communicate that value, because that way, changes aren't met with resistance.

There are a few steps you can take to communicate how and why change can benefit everyone. Start by explaining how everyone can benefit, and what positive impact the changes might have on individual employees. Maybe your company is restructuring its business model, or it's shifting a department to a remote setting. While these changes might benefit the company by reducing their cost of doing business, it has a different impact on employees and might benefit them in a different way.

Tell employees what benefits they'll receive from these changes. For example, if they're transitioning to remote work, tell them that they may gain more freedom in their work

schedule or be able to work from wherever they want. Discussing the individual benefits like these can lead to better reception and a willingness to support the changes.

Then, discuss the difficulties. If you talk about the difficulties and challenges the employees will encounter, that will help prepare them for what they'll face. It might sound counterproductive to discuss the challenges, but this provides an opportunity for you to share how they can overcome them. For example, you can give employees new tools and resources for handling these challenges.

Imagine that your organization is merging with a larger competitor. Employees will have to deal with restructuring, system integration, and a shift in company culture. In this scenario, you could address the challenges and figure out how you can make your employees more prepared and comfortable. Your organization might develop an initiative that allows employees to shadow one another. Or maybe you'll use it as an opportunity for team building exercises. Either way, you're helping employees get used to the change, which will help them overcome any hurdles to adapting.

The next step is to communicate the goals and how they'll be achieved. When planning for organizational changes, it's important to provide stakeholders with a roadmap for the goals, how they'll be achieved, and what the expected results are. Your roadmap is recommended to include as much relevant information as possible, like deliverables and timeframes. This can help employees see a detailed outline of how they can meet goals.

These approaches to communicating change with employees are recommended to be outlined and delivered as part of a formal communication plan. It can address standards one-on-one, group-based, and written communication.

A formal plan might outline how employees should communicate, how often, and who with. It could also go over what information should be shared.

Formal communication plans can also help the stakeholders working outside of traditional channels collaborate with one another. Having a clear directive on when and how stakeholders should communicate, and with who, can clear up possible confusion. Including additional stakeholders into a formal communication plan can help define roles that lack established or traditional chains of command.