



# An Empathy-based Communication Checklist for Change

Change happens. This is one of the absolute certainties of life. People can be energized or fearful and resistant during change. When change is viewed through an Empathy lens, it is easier to calm people, minimize resistance and energize people to champion change. The communication concept is simple. If you flipped it, what would you like to know?

The following is a communication strategy check list. Many of these strategies need to be deployed more than once when talking to employees about looming change.

[Get more information about engaging employees to champion change.](#)

WHO	WHAT
<b>CEO</b>	Thoroughly explain why change is required beyond costs and profits. Talk about the problem that has prompted the need to change. Dive deep into the context for change and invite employees to help identify solutions. Offer context, guidance and empathy.
<b>CEO</b>	Communicate often with regard to change progress and enlist the help of employees. With proper engagement, communication and genuine empathy, Managers at all levels can easily improve their handling of and results from change initiatives.
<b>CEO</b>	Show respect for your employees by ensuring that everyone understands the mission purpose and expected outcome of the change and can plan and act accordingly.
<b>CEO</b>	Be prepared to discuss how employees' status, certainty, autonomy, relatedness and fairness will change or not change.
<b>CEO</b>	Teach people about the business drivers behind change. Context and education are critical in situations when change completely transforms how things are done.
<b>CEO</b>	The change process starts, not ends with the announcement. Set up feedback loops and allow the people on the ground implementing change the opportunity to adjust and improve on the fly.
<b>CEO</b>	Have empathy for the number one issue on everyone's mind: <i>"What does this mean for me?"</i> Acknowledge this issue and strive to answer it as early in the process as possible.
<b>CEO &amp; MANAGERS</b>	Prepare employees in advance for changes that will affect them. Keep the door open for employees to ask questions and offer solutions. Sometimes change needs to soak in gradually as vulnerability and feelings of helplessness give way to empowerment with clear goal and role direction.
<b>MANAGERS</b>	Communicate often with regard to change progress and enlist the help of employees. With proper engagement, communication and genuine empathy, Managers at all levels can easily improve their handling of and results from change initiatives.
<b>MANAGERS &amp; SUPERVISORS</b>	Show respect for your employees by ensuring that everyone understands the mission purpose and expected outcome of the change and can plan and act accordingly.
<b>MANAGERS w/ TEAM INPUT</b>	Discuss role and goal changes with people who are impacted by change so understanding is created around new goals, roles and accountability.
<b>EVERYONE</b>	Welcome transparency around employee worries and provide insight for feedback loops.
<b>CEO and/or CEO DELEGATES*</b>	Schedule meetings to solicit ideas that may minimize or eliminate the need for adverse change. Don't assume your team members won't have some great ideas.
<b>CEO and/or CEO DELEGATES*</b>	Schedule meetings to give people a voice in how changes will be implemented. You show respect for your employees when you trust them to implement the needed changes.
<b>*CEO DELEGATES</b>	These are your internal or external TIGERS® facilitators with skill in group dynamics, group problem solving, consensus and planning whose efforts provide employee input for feedback loops.