

# A SIMPLE FORMULA FOR CHANGE COMMUNICATION

Change is only sustainable when it has buy-in, and that begins with effectively communicating what that change will look like and what those impacted can expect. Below is a formula of what to share when communicating change with stakeholders.

**Why Do We Care?**

*Why does this matter to me as a leader*



**Who Benefits and How?**

*How this will help the team and/or the organization*



**What is Hard?**

*What may be challenging or frustrating*



**How Will We Support?**

*How we will help people adjust and move through it*



**What Do We Need?**

*What action, mindset, or behavior is needed from the team*