

COMMUNICATING CHANGE MANAGEMENT: THE MARIE DANIEL APPROACH

6 Things That Ensure Success



Think Broadly



Get Creative



Be Clear



Include the Team



Respect Perspectives



Make It Fun



Think Broadly

In approaching change management communication, our team takes a broad perspective by considering the entire organizational ecosystem. We analyze not only the immediate stakeholders but also the ripple effects across departments, ensuring that our communication strategy aligns with the overarching goals and values of the entire organization. This holistic approach helps us create a communication plan that is comprehensive and considers the varied impacts of the change on different facets of the company.



Get Creative

Creativity is at the core of our change management communication strategy. We believe in thinking outside the box to design engaging and memorable messages. This involves employing innovative visuals, storytelling techniques, and interactive platforms. By tapping into creativity, we ensure that our communication not only conveys information effectively but also captures the attention and imagination of our audience, making the entire change process more engaging and relatable.



Be Clear

Clarity is paramount in change management communication. Our team places a strong emphasis on distilling complex information into straightforward, easily understandable messages. We utilize simple language, visual aids, and consistent messaging to avoid confusion. By maintaining transparency and ensuring that everyone understands the key aspects of the change, we lay a solid foundation for successful change management.



Include the Team

Inclusion is a key principle in our approach to change management communication. We actively involve the entire team in the process, seeking input, addressing concerns, and fostering a collaborative atmosphere. This inclusivity not only provides valuable insights but also creates a sense of ownership among team members. By making the team an integral part of the change, we enhance their commitment and support throughout the transition.



Respect Perspectives

Respecting diverse perspectives is a cornerstone of our change management communication strategy. We recognize that individuals may have different viewpoints, concerns, and expectations. Our approach involves actively listening to these perspectives, acknowledging their validity, and incorporating this understanding into our communication plan. By demonstrating respect for diverse viewpoints, we build trust and ensure that our communication resonates with the varied experiences within the organization.



Make It Fun

We believe that change management communication doesn't have to be mundane – it can be enjoyable and even fun. Our team injects elements of creativity, humor, and interactive activities into our communication initiatives. Whether through gamification, team-building exercises, or engaging workshops, we strive to make the change process an enjoyable journey for everyone involved. By infusing a sense of fun, we not only capture attention but also create a positive and energized atmosphere, fostering a more receptive mindset toward the changes ahead.

If you are interested in learning more about communications and change management, connect with Marie Daniel Group at cmk@mariedanielgroup.com or call 847.460.2791.



MARIE DANIEL GROUP
think. imagine. grow.

More Than 30+ Years of Marketing,
Communication, and Branding Expertise



CERTIFIED BY WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL