3 CHANGE COMMUNICATION TOOL

Communication is the lifeblood of any change effort. The lack of a clear, consistent, and compelling interaction is one of the most common pitfalls. Those you lead will constantly gauge both the message and the messenger.

What is the change your team is facing?

What is the date?

4P's

- PURPOSE
- PICTURE
- PLAN
- PART

4C's

- CREDIBILITY
- CONCERN
- CONNECTION
- COMMITMENT

REMEMBER TO LISTEN

LEVELS OF COMMUNICATION

	TOPICS	MINDSET
4	Transformational	Transformational
3	Transactional	Transformational
2	Transformational	Transactional
1	Transactional	Transactional

STEPS

a. Use the ***4P's*** to help you consider how you will continually communicate the message (macro and micro).

b. Use the ***4C's*** to help you consider how you will consistently show up as the messenger and leader. They are always watching.

c. Always remember to ***listen.***

d. Continually look to have more ***Level 3*** and ***Level 4*** conversations. Become very good at doing so. Every interaction is an opportunity to increase their capacity to succeed at what matters most.

3

Change Communication

4 P's Worksheet

Be intentional in how you communicate the message.

Consider both the MACRO and MICRO messaging that will be necessary on an ongoing basis.

THE MESSAGE

PURPOSE	PICTURE
PLAN	PART to PLAY

4P's

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3

Change Communication

4 C's Worksheet

Be ever mindful of how you as the messenger are perceived.

Remember that those you lead will continually assess your 4 C's.

THE MESSENGER – YOU THE LEADER

CREDIBILITY	CONCERN
CONNECTION	COMMITMENT

4C's

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3

Change Communication

Listen to Their Questions and Concerns

The better part of communication is listening.

What are you hearing from those you lead? If they are talking, you are winning.

What are the questions and concerns?	What will be the response?	Who will respond, when & how?

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