(Sample) EXP Migration Internal Communications & Change Management Plan

1. Be clear on your business objectives

A crystal-clear business rationale for your EXP migration serves as the foundation for your communications and change management plan. Objectives could include:

- Improve productivity
- Increase employee engagement and satisfaction with workplace technology
- Reduce IT costs

Your objectives will be specific to your organization. Being clear on your 'why' gives you an anchor point to refer to for all your messaging, communications, and change management.

2. Build a business-aligned internal communications and change management plan

Your internal communications and change management plan needs to support the delivery of your business objectives. As such, you need to consider:

- What are your key messages?
- What impact will the change have on your people?
- What is in it for them – the benefits?
- Which channels will best engage your various stakeholders and audiences?
- Determine roles and responsibilities between EXP Migration Sponsor, Programme/Project Director, and the comms and change management teams

Putting the time and effort in to build a comprehensive plan will provide clarity, engender confidence, and enable you to stay on track.

3. Agree on your key messages

Your key messages need to cover both the business reasons for the change, and the people side of it. The business messages should be drafted at the start and remain consistent throughout, while your people messages will be tailored to your audience and will evolve as more is discovered about impacts and benefits.

- **Business messages** – for example, what are we doing, why are we doing it, and why are we doing it now?
- **People messages** – to answer the questions, what does it mean for me? (impact) and what's in it for me? (benefits)

Agreeing your key messages with your Project Sponsor and Team will make your communications more efficient and effective, saving you precious time on drafting and approvals.

4. Map your stakeholders

Identifying your stakeholders is one part of the plan. The next is to start categorizing them according to:

- What do you need them to do?
- What level of influence do they have?
- What level of impact will the change have on them?

Once you have this map, you can determine your appropriate change management and communications effort. For example, those with a high level of influence who are significantly impacted by the change will need to be involved regularly, including face-to-face, to ensure they understand the change, act as allies, and promote it within their area of the business.

5. Do a change impact assessment

Once you've mapped your stakeholders and determined their level of influence and the impact of the change on them, the next step is to assess this impact in more detail. Here you want to be looking at:

- **Impact level** – high, medium, low
- **Anticipated resistance** – high, medium, low
- **Anticipated advocacy** – high, medium, low

From this, you can use a simple scoring system to work out the degree of change management that will need to be involved, and therefore what the purpose of communications to these groups should be.

6. Create a network of change champions and change agents

Change champions are committed to the change and will help you drive it forward. Change agents are those who are responsible for implementation, for example training.

- **For change agents** – choose these people on attitude vs. ability. Look for natural networkers, people who welcome new ideas, and those with influence and gravitas
- **For change champions** – identify people who are quick learners, excellent communicators, and with experience of advocating for change

Your network is going to be vital to your success, so choose wisely, involve them early on so they can input into your plan, and have a forum to keep them engaged.

7. Keep training and communications simple

Adoption of the new EXP platform will hinge on the quality of your training and the simplicity of your communications. Put yourself in your people's shoes and ask:

- What do we really need them to do? Is this clear?
- Have we provided training that is quick, easy, and user-friendly?
- Are we offering training that is asynchronous?

With our ever-busier work lives, it's imperative that you meet your people where they are, make your migration seamless for them, and be there to help them when they need it.

8. Can you make it fun?

Employee experience apps should be fun, so use your migration as an opportunity to involve your people, pilot creative ideas, and show a different side to your organization. How could you do it?

- Run a competition to name your platform
- Give out prizes for adoption
- Reward high engagers

If your migration is handled thoughtfully, and with a bit of fun thrown in, it will really help your change to stick.

9. Provide an information hub and forum for feedback

With any change, there will be questions you haven't anticipated and communications that people don't receive, understand, or pay attention to. That's only natural, so you need to:

- Create a channel where people can find information – FAQs etc.
- Enable employees to ask questions, voice concerns, and talk about how the change is impacting them

A simple, streamlined EX app like Workvivo is ideal in such cases, as it has built-in social features where people can share how they're feeling, stories, and support each other.

10. Keep up the momentum

Many change management programs run out of steam because the business loses interest, is impatient with a perceived lack of progress, or simply moves on to the next project. But to truly embed an EXP migration, you need to:

- Commit to it over the long-term
- Dedicate ongoing resources to ensure it maintains momentum
- Communicate, communicate, communicate – people need to hear the same message many times before it sinks in

Employee apps can help with this, by enabling you to keep employees up to date through push notifications, curated news, and showcasing stories.

workvivo
by zoom