

CHANGE COMMS MANAGEMENT

**TIME TO CHANGE
YOUR CHANGE COMMS?**

There's always a reason for change.
Be sure your people know what it is.

REFRESH YOUR APPROACH TO COMMUNICATING CHANGE

Change is constant and increasing, “The typical organisation today has undertaken five major firmwide changes in the past three years — and nearly 75% expect to multiply the types of major change initiatives they will undertake in the next three years”... but change initiatives are frequently failing — “half of change initiatives fail, and only 34% are a clear success.” (Gartner, 2022)

Employees are change fatigued. With worries about the economy, job security, their health and the health of their loved ones, employees’ capacity to take on change in the workplace has plunged significantly since pre-Covid.

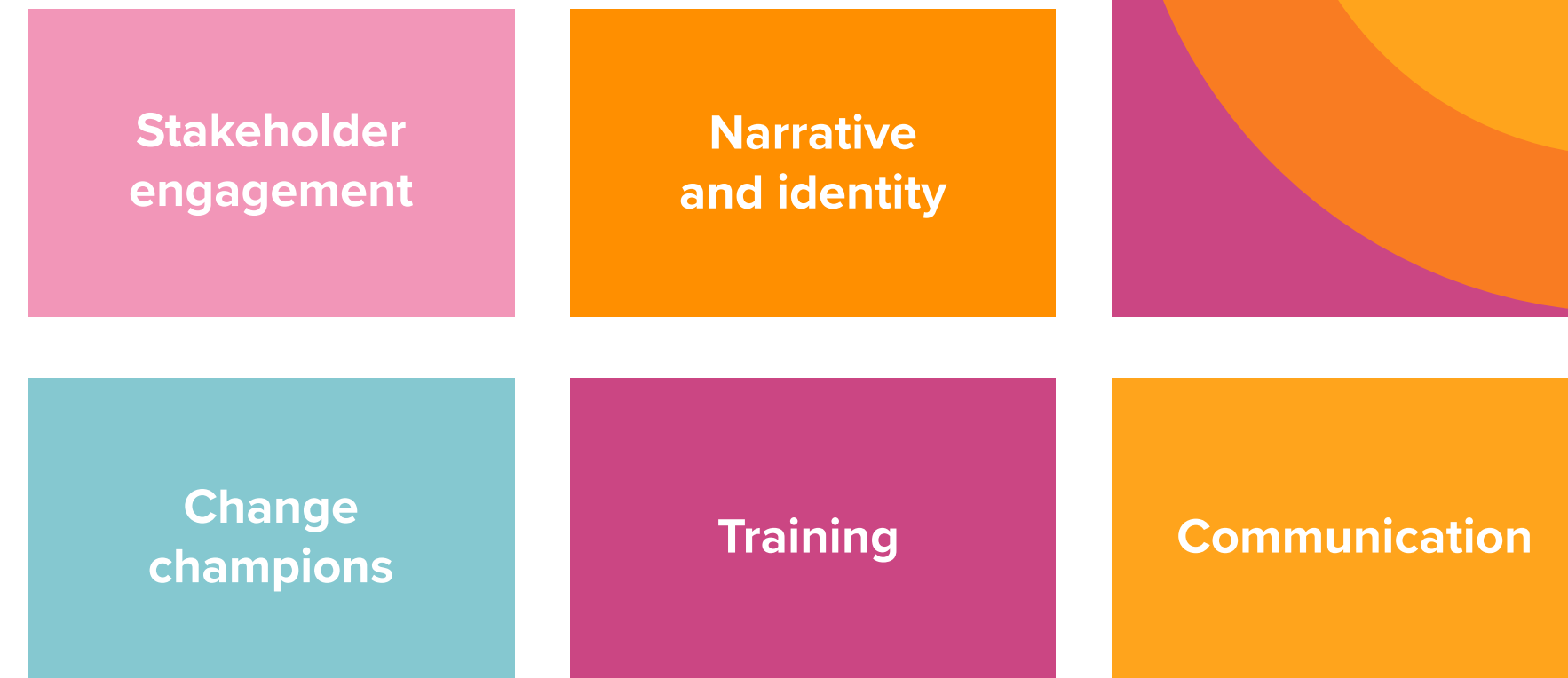
“The amount of change that the average employee can absorb without becoming fatigued in 2020 has been cut in half compared to 2019”. (Gartner, 2020)

This is still the case... 45% of HR leaders believe that their employees are fatigued from all of the change they’ve experienced so far over the past few years, let alone what’s to come in 2023. (Gartner, 2022)

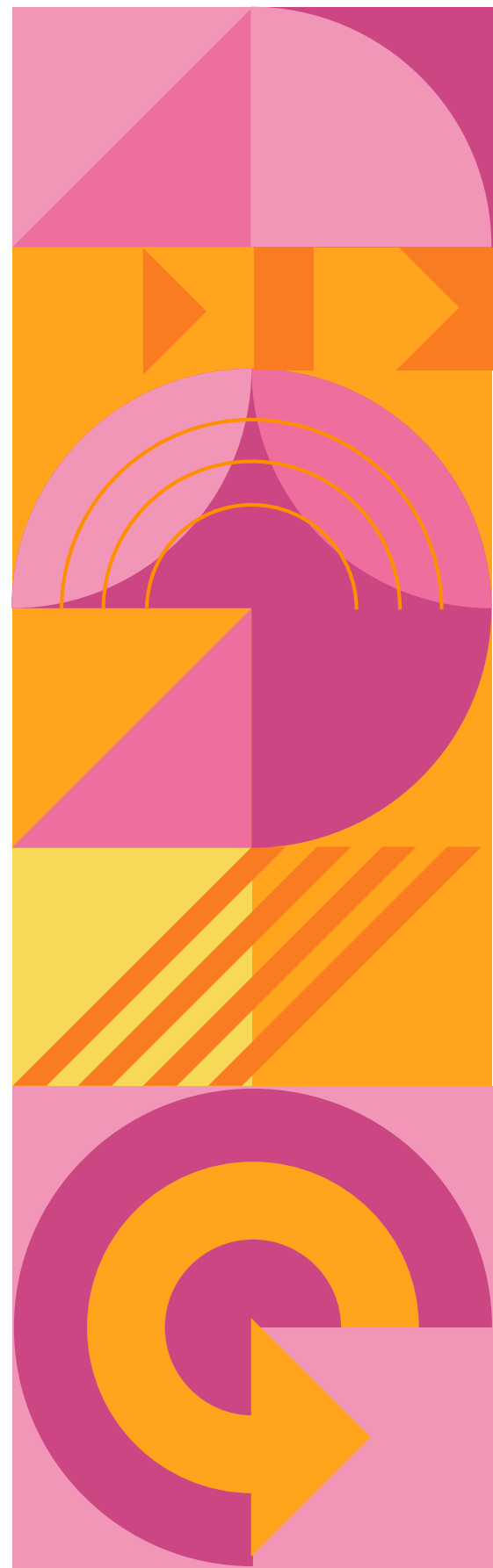
Delivery and adoption of change initiatives are dependent on people. All too often energy is placed on what people need to do to make the implementation a success, but little focus is placed on bringing them along on the journey.

If your organisation is going through change in 2023, you need to make sure to capture the hearts and minds of your people; because if they don’t know why it is happening, how it will benefit them and how it fits into the bigger picture, you will have limited success in developing their capabilities and likelihood of adoption will be low.

Do you consider the following key pillars when attempting to take employees through change:

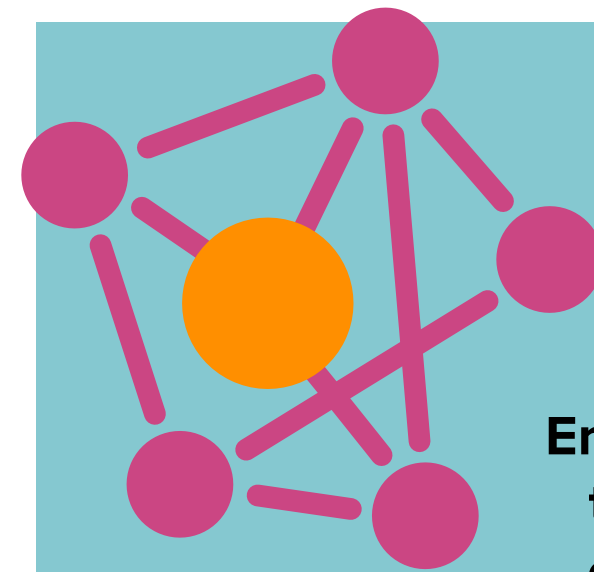


DID YOU KNOW...?



“ All of the software, tools and management elixirs in the world will not save project management. **Only people can save project management.** We can implement project management software, we can train and train, we can give awards for the smartest PM student in the class, we can hire consultants to tell us how to manage our most precious projects, and we'll still fail unless we focus on the real reasons why so many projects fail [...] all of our efforts to avoid technology project failures can be simplified **if we focus primarily on the humans who plan, fund and execute technology projects.** ”

(Forbes, 2020)



▲ 2.6x

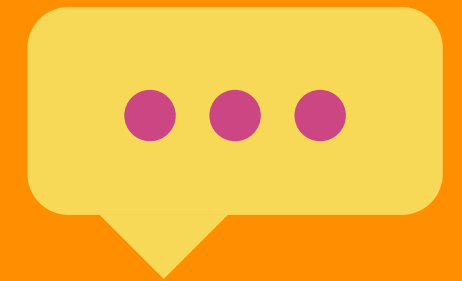
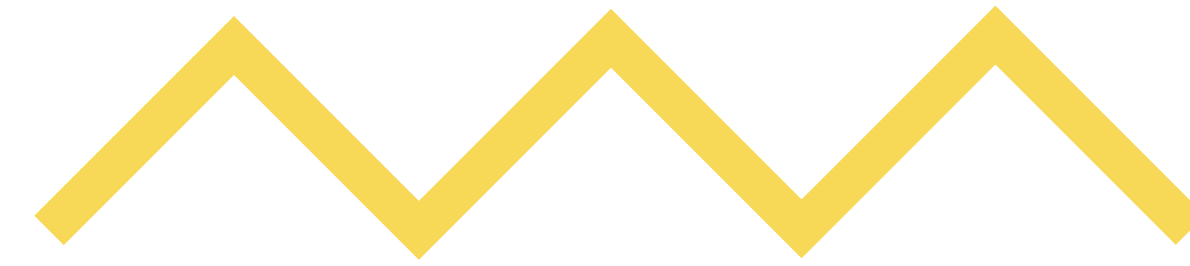
Employees with high trust – those that believe that key stakeholders – leaders, managers, coworkers, and HR – have their interests in mind and do what they say they are going to do, **have an average capacity for change that is 2.6 times greater than those with low trust.**



▲ 1.8x

And those employees with strong team cohesion - the extent to which teams share a sense of belonging and connection, along with commitment and accountability for a common goal, **have a capacity for change 1.8 times greater than the capacity of those with low team cohesion.**

(Gartner, 2020)



74% While **74%** of leaders say they involved employees in creating change strategy

42% only **42%** of employees feel they were truly included.

Leaders fear being overwhelmed by opinions when deadlines have to be met, so they typically set change strategies and solicit employee feedback after decisions have been made. But **solicitation is not co-creation.**

(Gartner, 2022)

FIND OUT MORE

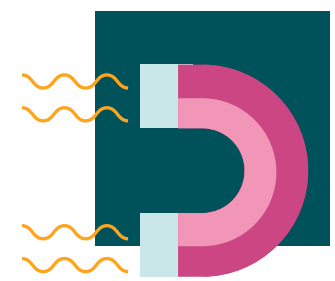
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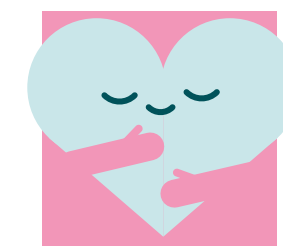
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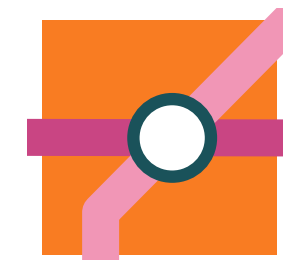
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