

Managing Company Change through Proactive Communication

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New technologies, a shift in corporate strategy, mergers, acquisitions, new partnerships and divested product lines – how does your company manage change?

In today's world, change is happening at an ever-quickenning pace and if organizations don't manage how they communicate the change, others – both internal and external – will define it and miscommunicate it for them.

Many individuals who view a change as negative will share that disapproval with others before the justification for it is explained. That's why it is essential the reason for any organizational change is proactively communicated to employees, vendors, sponsors, media and customers.

Keep in mind the following points when communicating any changes:

- Tell employees before you tell the world. Staff can be your biggest ally or fiercest – and loudest – antagonist to a change.
- Inform external audiences with only the relevant information. Most outside individuals really only care about how it will affect them. Ensure all your communication is specific to its audience.
- Provide feedback opportunities. Whether in person, via your web site or other vehicles, individuals feel better when they can provide their reactions.
- Be aware of and provide solutions to those who might be negatively affected by the change. For example, if there is a loss of jobs, can you set up an on-site transition resource to assist those individuals affected?

Proactively communicating to all your audiences regarding organizational change does not mean individuals will agree with it, but it at least provides them with an understanding for it.