

Driving Company Change

Road-tested resources for Manager Toolkits

Every team is different, so expect managers will customize tools to fit their needs and the culture.

Roadmap – Start with top-level messaging that sets managers up for success:

- Inspirational explanation of where the company is heading, why this change matters and how managers play an important role
- How the change connects to the company's vision, mission and values
- Specific goals

Backgrounder – Give managers the nuts and bolts with resources such as:

- A brief timeline of events
- Data or diagrams that explain key points

Checklist – Give them a clear, easy plan to avoid roadblocks and include:

- All action items
- Schedules for communications and team meetings
- Strategies for mitigating concerns

Conversation Starters – Provide questions to jumpstart team conversations such as:

- “What are the pros and cons?”

- “How could this change benefit your day-to-day work?”
- “What support would be helpful?”

Agendas – Help steer conversations by providing suggested meeting agendas that include:

- Scripted beginning and ending messages
- Answers to FAQs managers may face

PowerPoint Template – Make it easy for managers to deliver key messages with pre-populated slides addressing:

- Why the change is important, how teams will be impacted and next steps
- Visuals that help tell the data story
- Quotes from leaders

Recognition Tools – Let managers know how their team can participate in celebration opportunities such as:

- ‘Champions of change’ awards, branded to fit your initiative
- Spotlight stories for the company's newsletters and intranet

Could this journey use a dose of fun? Consider:

- Creating a card game featuring ethical scenarios for a code-of-conduct launch
- Compiling a themed music playlist to energize meetings about the new company mission
- Creating a digital recognition wall for employees who demonstrate the company's values
- Developing a set of mystery questions to kick off team meetings
- Gamifying the learning with Bingo- or Jeopardy-inspired activity templates
- Creating a digital scavenger hunt to explore a new online tool or resource