

<b>Preparing for Change Project Initial Communications</b>
<i>Prepare for the initial communication about a complex, transformational change project by answering the following questions.</i>
1. What <i>external</i> forces are driving change? (for example: competition, customer demands, technology, regulations)
2. What <i>internal</i> forces are driving change? (for example: leadership changes, merger/acquisition, organizational growth)
3. How does this change benefit the organization?
4. What is the impact to the organization if the change does not occur?
5. How does this change benefit the individual?
6. What is the impact to individual employees if the change does not occur?
7. What does the organization look like when the change is successfully completed? (Describe the future.)
8. How might individual roles and responsibilities look when the change is successfully completed?
9. What needs to be done by the organization to support the vision for the change?
10. What needs to be done by individuals within the organization to support the vision for the change?