

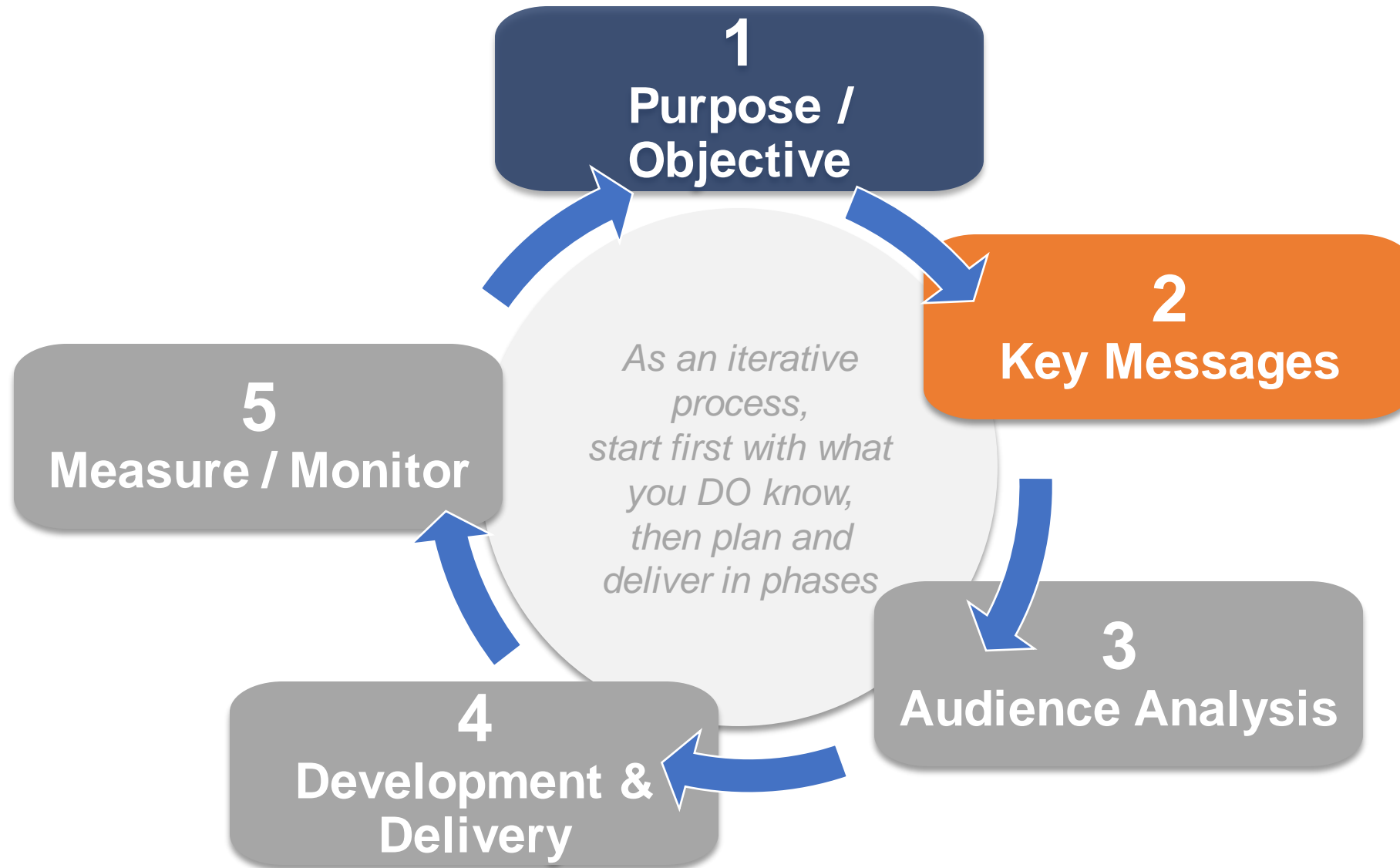
# Kansas PM Summit Change Communications Toolkit

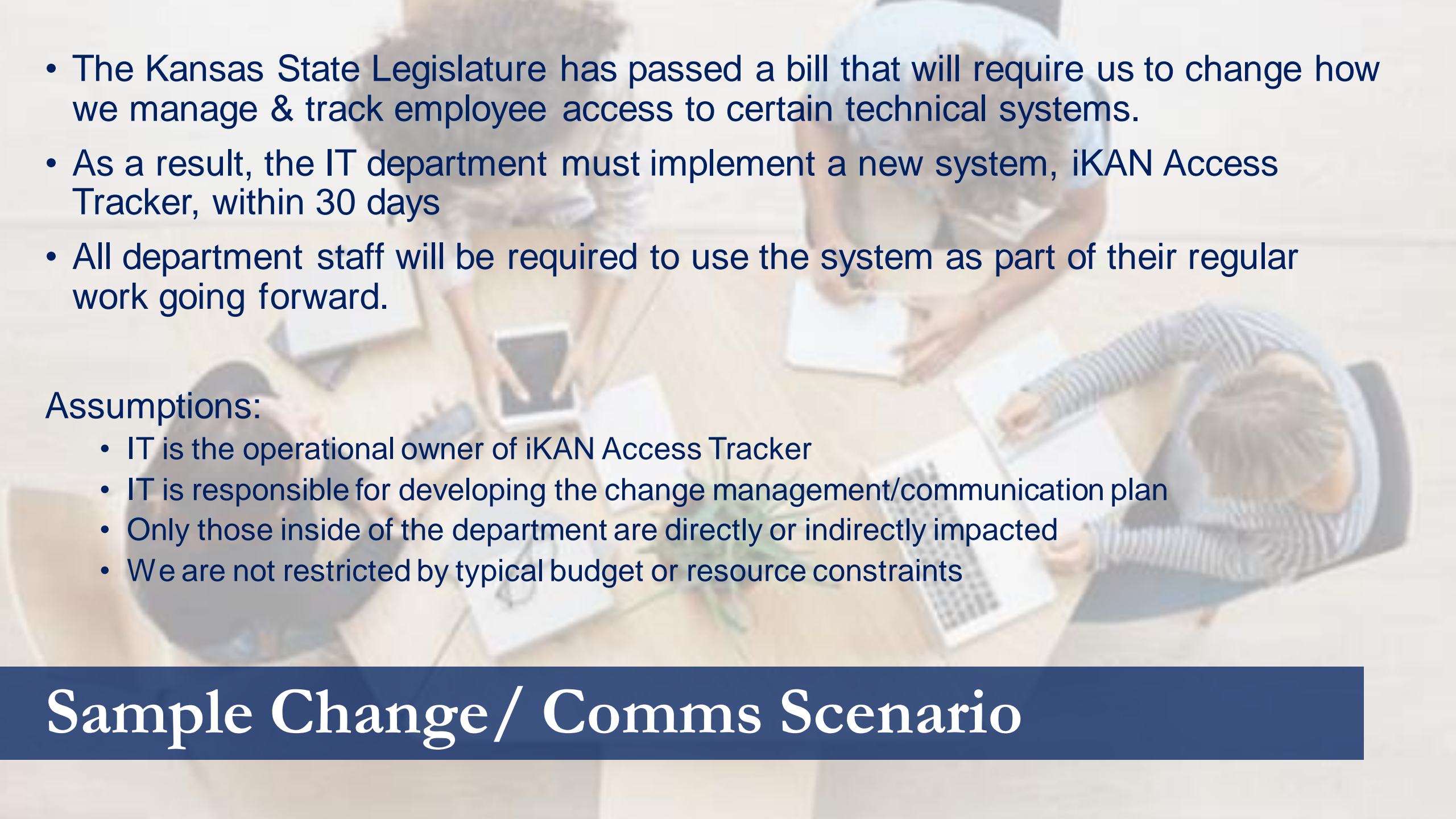


# Change Communications in Project Management



# 5 components of communications planning



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- The Kansas State Legislature has passed a bill that will require us to change how we manage & track employee access to certain technical systems.
  - As a result, the IT department must implement a new system, iKAN Access Tracker, within 30 days
  - All department staff will be required to use the system as part of their regular work going forward.

#### Assumptions:

- IT is the operational owner of iKAN Access Tracker
- IT is responsible for developing the change management/communication plan
- Only those inside of the department are directly or indirectly impacted
- We are not restricted by typical budget or resource constraints

## Sample Change/ Comms Scenario

**Rational / Tactical**

**1**

**Purpose /  
Objective**

**What does the  
communication need  
to accomplish?**



What does the communication need to accomplish?

1

Purpose / Objective

**Experiential / Emotional**



Topic (Title)

- **iKAN Access Tracker Implementation in the IT Department**

Purpose / Objectives of Communication


### **Rational**

- Establish a *shared understanding* of **what** iKAN Access Tracker is **and why** it must be implemented
- Provide *high-level overview* of **implementation process** and how employees are **impacted/involved**

### **Experiential**

- Instill a *sense of priority & urgency* for the implementation
- *Provide reassurance* of **consistent support** throughout the implementation & beyond
- *Gather and address* employee **questions/feedback**

**Sample Change/ Comms Scenario**

- What are the facts?
  - What is starting, continuing, or stopping?
  - Why is it starting, continuing, or stopping?
  - Why should others care about this?
  - What is not included or impacted?
  - What information will be shared later?
- 



### What is happening?

**We will implement the new iKAN Access Tracker system for IT staff by December 3, 2023**

### Why is it happening?

**To meet new, recent Kansas legislative requirement**

### What do we know today?

- **IT staff will not lose access to existing systems or gain access to new/different systems**
- **IT staff will not change their day-to-day responsibilities**
- **IT staff may need to adopt a new/different workflow for accessing existing systems**
- **IT customers are not impacted by this change**

### What details will /need to be communicated later?

- **Detailed project plan, timeline, etc.; detailed process/procedural info; system training**

In the resource guide on pg. 9 complete the following:

- The purpose of the communication plan
- Core, high-level, absolute statements that apply to all audiences
  - What are the facts?
  - What is starting, continuing, or stopping?
  - Why is it starting, continuing, or stopping?
  - Why should others care about this?
  - What is not included or impacted?
  - What information will be shared later?

# Elevator Pitch/ Vision Statement

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Key Messages

- Clear and compelling statement
- Incorporates core “What” and “Why”
- Addresses both Rational & Experiential objectives
- Used to anchor audiences
- Reiterated in all subsequent communications

## Sample Elevator Pitch

***“Between now and December 3, the IT department will implement a new system, called iKAN Access Tracking, that will change how IT employees access various systems.***

***This change is necessary and urgent due to recent regulatory changes with the State of Kansas. Although we must act swiftly, our leaders are committed to providing information, training, and support to ensure a smooth transition. ‘weKAN implement iKAN!’ ”***

## SAMPLE SCENARIO

### iKAN Access Tracker Implementation in IT

## PURPOSE / OBJECTIVES

### Rational

- Establish a shared understanding of what iKAN Access Tracker is and why it must be implemented
- Provide high-level overview of implementation process and how employees are impacted/involved

### Experiential

- Instill a sense of priority & urgency for the implementation
- Provide reassurance of consistent support throughout the implementation & beyond
- Gather and address employee questions/feedback

## KEY MESSAGING

### What:

IT will implement new iKAN Access Tracker system for IT staff by April 15, 2023

### Why:

- To meet recent Kansas legislative requirement that changes how we must manage & track access to IT systems

### What do we know today:

- IT employees will not lose access to existing systems or gain access to new/different systems
- IT employees will not change their day-to-day responsibilities, but may require a new/different way to access existing systems
- IT customers are not impacted by this change

### Details to be communicated later:

- Detailed project plan, timeline, etc.; detailed process/procedural info; system training

## ELEVATOR PITCH / VISION

*“Between now and December 3, the IT department will implement a new system, called iKAN Access Tracking, that will change how IT employees access various systems.*

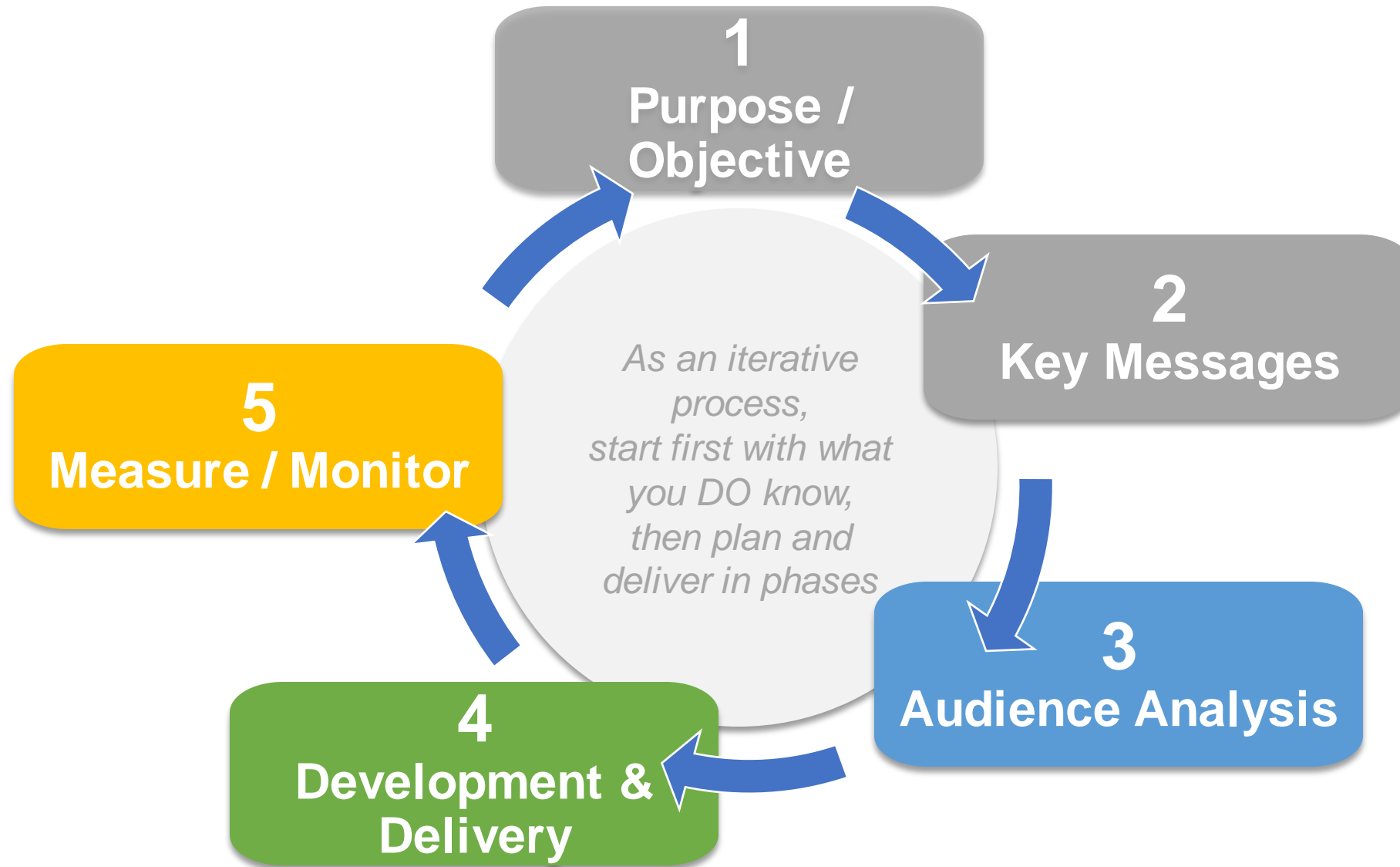
*This change is necessary and urgent due to recent regulatory changes with the State of Kansas. Although we must act swiftly, our leaders are committed to providing information, training, and support to ensure a smooth transition.*

*‘weKAN implement iKAN!’ ”*

On pg.10 craft your elevator pitch/ vision statement

Activity

# 5 components of communications planning



# Change Communications in Project Management





# Final Thoughts/ Questions