Kansas PM Summit
Change Communications
Toolkit
Change Communications in Project Management

Initiate
- Prepare for Change
- Craft a Vision and Plan for Change

Plan
- Implement the Change

Execute
- Embed the Change
- Review & Analyze Results

Close
As an iterative process, start first with what you DO know, then plan and deliver in phases.
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
Rational / Tactical

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

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

- 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!’”
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

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

SAMPLE SCENARIO
iKAN Access Tracker Implementation in IT

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
As an iterative process, start first with what you DO know, then plan and deliver in phases.
Change Communications in Project Management

Initiate
- Prepare for Change
  - Purpose / Objective
  - Key Messages
  - Development & Delivery
  - Audience Analysis

Plan
- Craft a Vision and Plan for Change
  - Purpose / Objective
  - Key Messages
  - Development & Delivery
  - Audience Analysis

Execute
- Implement the Change
  - Purpose / Objective
  - Key Messages
  - Development & Delivery
  - Audience Analysis

Control
- Embed the Change
  - Purpose / Objective
  - Key Messages
  - Development & Delivery
  - Audience Analysis

Close
- Review & Analyze Results
  - Purpose / Objective
  - Key Messages
  - Development & Delivery
  - Audience Analysis
Final Thoughts/ Questions