**Change can be tough—for organizations, for the people asked to change, and for leaders and communicators who deliver on the change. Whether it’s new behaviors, roles, processes, or strategic direction, creating a case for change is critical to ensuring buy-in from**

**your key audiences and sustaining the change.**

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| --- | --- |
| **Business outcome** | **Supporting facts and figures** |
| * Always begin with the end in mind * Paint a picture of the goal you hope to achieve and what success looks like   <Insert> | * Be clear about the undeniable problem and the case for change * Describe facts about the current state that’s making the change necessary/inevitable * Give people the information they need to understand the change   <Insert> |
| **What do you know?** | **What are the expectations of everyone involved in the change?** |
| * Tell employees what you know * Identify the business problems the change will solve   <Insert> | **Define what you expect of those being asked to change**  <Insert>  **Be clear and honest about what they can expect of you**  <Insert> |
| **What are you still trying to figure out?** |
| * Tell employees what you don’t know * Build trust by articulating there’s more work to be done, and you need their help to do it   <Insert> |