**The rumor mill can be distracting, discouraging, and often cost your team critical productivity. Here’s a great way to quiet the rumors and keep your employees working together toward shared business goals. Resist the urge to wait until you have all the information to communicate. Chances are you know facts that would help your employees (and will stop them from filling in the information vacuum with misinformation).**

**Instead, build trust and credibility by communicating proactively and not waiting.**

|  |  |
| --- | --- |
| **STEP 1:** What’s happening? | <Insert> |

|  |  |  |
| --- | --- | --- |
| **STEP 2:** Consider your audience | **Who needs to know about this change?** | **Who do I need to coordinate with regarding  this change?** |
| My team  Other department(s):  Senior Leaders  Clients  Customers/participants  Other: | Corporate Communications  Human Resources  Legal  IT  Other Department Leaders  Other: |

|  |  |  |
| --- | --- | --- |
| **STEP 3:** Fill out  these  boxes | **1. What we know** | **2. What we don’t know** |
| <Insert> | <Insert> |
| **3. What we’re working**  **on figuring out** | **4. Myths and the facts** |
| <Insert> | <Insert> |