

Is Your Organization Ready to Communicate This?

FOUR FAILURE POINTS THAT DETERMINE WHETHER A MAJOR ANNOUNCEMENT LANDS

Alignment Risk

Leadership has not reached genuine agreement on what the change means at the level employees will experience it.

Audience Risk

The announcement is written for one audience and delivered to many who will interpret it differently.

Timing Risk

Communications enters after the decision is set. At that point, the work has already shifted from strategy to packaging.

Readiness Risk

The hardest questions have not been prepared for and will emerge when it matters most.

If any of these failure points are present, the strategy is not ready to be communicated.