# Change Management Approach Template

## Change Description

*Insert clear, concise description of the change that is taking place.*

## Key Change Messages

*Identify key messages that need to be communicated about the change, these should:*

* *Be positive – get people excited about the change that is coming.*
* *Explain exactly what the change is.*
* *Explain how the change will benefit each individual.*
* *Be targeted to specific audiences; each actor has different needs – identify and target them.*

## Key Project Resources

*Complete the below table (content example only), clearly defining which actors are responsible for change management activities within the Project Team.*

|  |  |
| --- | --- |
| Role Title | Description |
| *Change Management Lead* | *Responsible for defining the change management approach; establishing the “Change Champion” network; signing off on communication content and design.* |
| *Communications Manager* | *Responsible for defining communications frequency and content.* |
| *Business Analyst* | *Responsible for coordinating with the deployment team to align change management communications with the schedule; managing the communications schedule and keeping track of communications.* |

## Change Champions

*Identify appropriate people across the organisation to act as “Change Champions”; individuals across all levels of the organisation who actively advocate for, facilitate and support the change amongst the teams in which they work. Document who these people are, what specific responsibilities they have, and what training they will be given to effectively inform and prepare them to support the change****.***

***Who***

***Responsibilities (pre and post-deployment)***

***Training***

# Target CRVS Processes: Roles and Responsibilities

*Identify all actors involved in the new CRVS process and what their roles and responsibilities are. This will ensure that each of these actors receives targeted change management and communications messages that will increase the likelihood of acceptance and buy-in.*

# Post-Deployment Support

*Describe what post-deployment support will be given to users after initial Day-1 support (technical support following system deployment). This should include ongoing monitoring of user feedback via Change Champions AND Technical resource check-ins of sites that have recently been deployed.*

*If a Help Desk service will be provided define how users will use this and how raised issues will be tracked for monitoring and evaluation purposes.*

# Communications Plan

*A Communications Plan is a phased plan that clearly shows when each type of communication will be disseminated to each actor in relation to the deployment date. This needs to be drafted in collaboration with the Deployment Team to ensure that the correct technical messages are documented and the timings align with deployment dates.*

*To define a Communications Plan, first complete the below table identifying who needs to be communicated to when and through which method. Both direct communications (via email, letter, verbal) and Indirect communications (Posters, flyers etc.) will be included in the Plan.*

|  |  |  |  |
| --- | --- | --- | --- |
| Actor | What do they need to know? | What communication method(s) will be used? | Frequency of communication |
| * *Actors at all level across all affected institutions.* | * *What is the change?* * *How will the change affect them?* * *What are the benefits of the change?* * *When will the change happen?* * *What training will they get?* | * *How does this actor operate e.g. do they have access to email?* * *Do these actors attend meetings where information could be shared?* * *How do these actors communicate with one another?* | * *How frequently will change messages be disseminated (for each communication method)?* * *How far in advance of deployment will communications begin e.g. every week (8 weeks before deployment and 2 weeks after)?* |
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# Communications Plan continued

*Complete the below communications plan template to reflect your deployment needs (the below is ONLY an example). Note. It is important to have identified which communication methods are most relevant for each user type and to begin communications far in advance of actual deployment in order to establish the change as the “norm” well in advance of users experiencing it.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Communication | Content | Responsible | Lead Time | Format |
| Introductory Communication 1 | * Clearly describe change * Eye-catching, recognisable design * Positive message about the change. | Communications Manager | T-5 months | Poster |
| Introductory Communication 2 | * Clearly describe change * What is happening now? * Positive message about the change. | Communications Manager | T-4 months | Email |
| … | … | … | … | … |
| First indirect communication | * Clearly describe change * Eye-catching, recognisable design * Positive message about the change. | Change Champion to put up | T-7 Weeks | Poster |
| First direct communication  (User) | * Description of change. * Introduction to further communications (what is next?) * How will the change benefit the individual? | Communications Manager | T-6 Weeks | Email |
| First direct communication  (Senior Stakeholder) | * Description of change. * Introduction to further communications (what is next?) * How will the change benefit the individual? | Communications Manager | T-6 Weeks | Email |
| Second direct communication  (User) | * Positive messages about the change. * How the change will affect the team. * When the change will happen | Team Leader | T-4 Weeks | Verbal (Team Meeting) |
| Second indirect communication | * Benefits of change * Eye-catching, recognisable design * When the training will happen * When the change will happen | Change Champion to put up | T-5 Weeks | Poster |
| Third direct communication  (User) | … | … | T-2 Weeks |  |
| Third direct communication  (Senior Stakeholder) | … | … | T-2 Weeks | … |
| Third indirect communication | * Benefits of change * When the change will happen | Change Champion to put up | T-2 Weeks | Poster |
| Fourth direct communication  (User) | … | … | T-1 Week | Email |
| Fifth direct communication  (User) | … | … | T-1 day | Verbal (Team Meeting) |
|  |  |  |  |  |
| … | … | … | … | … |