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The Human Resource Department or an outsourced HR service provider like TalentPro has the primary task of handling employee communications. For almost all organizations the concept of standing and its vulnerabilities is the core of crisis communications planning.

And communication is one of the toughest issues in many organizations. Successful communication requires a few components working perfectly in tandem so that â€œeffectiveâ€• becomes synonymous with â€œmeaningful information sharing.â€•

As companies undergo transitions, the team leads must be appraised sufficiently to understand their company as a whole and the howâ€™s and whyâ€™s of the changes made, and how they must be communicated to the junior employees.

Or in other words, the information distribution strategy must be clear, comprehensive and cohesive. As content, messages and delivery methodologies are consistent, the base-level workerâ€™s confidence is not likely to wane. At all levels, executives â€“ the directors, managers and supervisors â€“ must be able to answer questions at their level and to all their concerned people, winning their trust to their relative jobs. This in a way relieves HR of discussing change management, and also promotes a strong bond for supervisors with their direct reports.

A few dos:

â€¢ Have a clear written communication plan. Communicate at regular intervals, through multiple channel - including speaking, writing, video, training, focus groups, bulletin boards, Intranets et al.

â€¢ Share the objectives of the change management. Tell them how the new changes will affect their positions. If you donâ€™t share these nitty-grittys, then they tend to create their own stories and that can be unsuccessful.

â€¢ Communicate as and when, change happens. Tell your groups that such instant communication is being made available as and when these things keep changing, and their interests will be kept on top of all communication strategies.

â€¢ Provide enough time and space for people to ask for clarifications.

â€¢ Ensure that all levels of the organization are participating in training as an effective forum of interactive communication and as a break people to safely explore new behaviors and ideas about the changes happening within their eco-system.

â€¢ Measure progress due to change management and share these dashboards with your groups.

â€¢ Appreciate all positive approaches during the changed era. Celebrate every small win, with enthusiasm.

A few donâ€™ts:

â€¢ Donâ€™t make your communication a monologue. Make it a two-way conversation.

â€¢ Donâ€™t talk of the change as a sudden event. Relate to the whole as part of a planned framework

and why it should make sense to everyone who is part of the institution.

â€¢ Donâ€™t give incorrect information, just to sound plausible. Donâ€™t stammer or pause or quick-spin answer, which can leave a bad notion and more confusion. If you are not aware or asked not to answer such queries, then skip it with a police, â€œI donâ€™t know for now, but I can get back to you with an answer.â€•

â€¢ Donâ€™t be in a haste to answer and end up being cynical. Listen and listen patiently.

â€¢ Donâ€™t restrict people from discussing change management proactively. This will only lead to rumour and gossip mills taking over and destroying the truth.

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