



Q: What's the best way of communicating change in the company strategy? What strategies should be implemented to inform employees in the best way?

A: Effective communication of strategy needs a multimedia approach. Here's what I'd recommend:



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1. Put the strategy in writing and make sure senior leadership all agree with what the words mean.
2. Have these senior leaders meet a broader group of the next one or two levels of leadership (depending on the size of the company) to answer their questions.

This will assist small groups of these next-level leaders in discussing any barriers or connections needed in order to implement the strategy. The managers can then meet as a large group again to address the issues raised in the smaller break-out groups.

3. Publicize the written strategy for all employees, in print and online, mentioning face-to-face discussions on the strategy will be occurring over the next few weeks.
4. Have the leaders who were in the senior leader meetings meet with the lower-level managers to answer their questions and discuss the steps worked out in the meeting with senior leaders.
5. Next, have all managers meet with their work groups to explain the strategy, discuss what parts of it will affect their own groups and what they'll need to do differently going forward.

Publicize the written strategy for all employees, in print and online.

6. Create a way to capture all the questions that come up in the company meetings and create and publicize a Q&A list for everyone on an ongoing basis.
7. Write about changes at the company that are helping to fulfill the strategy. Ensure that all major decisions or changes announced at the company are connected to some element of the strategy.

Create a way to capture all the questions that come up in the company meetings.

Other recommendations:

[Improving understanding of strategy](#)

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