

# Change Communication Checklist: 10 Essential Touchpoints to Engage Your Team During Transition

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Use this checklist to guide every phase of your change initiative. Each point offers an actionable step or resource to keep teams informed, aligned, and motivated.

## 1. Clarify the “Why”

- ☐ Draft a concise purpose statement that explains the rationale behind the change.
- ☐ Share it in an all-hands announcement (email, video, or town hall) within the first week.

## 2. Map Stakeholder Touchpoints

- ☐ Identify key audiences (direct reports, peers, leaders, cross-functional partners).
- ☐ Schedule tailored updates—e.g., small-group huddles for hands-on teams, brief memos for senior leaders.

## 3. Create a Consistent Cadence

- ☐ Build a 4- to 6-week communication calendar featuring status emails, short Q&A sessions, and progress dashboards.
- ☐ Automate reminders in your team calendar to keep updates on track.

## 4. Offer Two-Way Channels

- ☐ Launch an anonymous feedback form (Google Forms, SurveyMonkey) for questions and concerns.
- ☐ Host weekly “office hours” or virtual drop-ins where people can raise issues in real time.

## 5. Provide Role-Specific Guidance

- ☐ Develop one-page cheat sheets that outline exactly what changes mean for frontline staff, managers, and support teams.
- ☐ Distribute via shared drive or intranet and review in team meetings.

## 6. Leverage Visual Storytelling

- ☐ Use simple infographics or process maps to illustrate current vs. future workflows.
- ☐ Display posters in common areas and attach visuals to digital communications.

## **7. Embed Micro-Learning Resources**

- ☐ Curate 5–10-minute video tutorials or tip sheets on new tools, processes, or behaviors.
- ☐ Make materials accessible on-demand through your learning management system or shared folder.

## **8. Recognize Early Adopters**

- ☐ Publicly acknowledge individuals or teams who demonstrate positive behaviors or quick wins.
- ☐ Use a dedicated “Change Champions” board (physical or digital) to highlight successes.

## **9. Address Resistance with Empathy**

- ☐ Train managers to hold empathetic coaching conversations, listen, validate concerns, and co-create solutions.
- ☐ Provide conversation guides with sample phrases and reflective questions.

## **10. Monitor Sentiment and Adjust**

- ☐ Conduct short pulse surveys every 2–3 weeks to gauge morale, clarity, and confidence levels.
- ☐ Review results with leadership and tweak communication frequency, tone, or content as needed.

Keep this checklist handy to ensure every voice is heard, every milestone is celebrated, and every obstacle is addressed—building trust and engagement throughout your change journey.

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