



Communicating Change: Winning Employee Support for New Business Goals

By T. Larkin, Sandar Larkin

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When a company decides to make a major organizational change whether it's a new emphasis on customer service, quality management, restructuring or downsizing managers must get the message through to front-line employees, and enlist their support...or the changes will create more turmoil than progress.

Written for busy managers at all levels, *Communicating Change* offers specific prescriptions for effecting successful change centered around three guiding principles:

- Conveying the message through supervisors
- Communicating face-to-face
- Making the changes relevant to each work area

In addition, a variety of helpful forms, checklists, sample communications, and surveys help managers to quickly put these principles into action.

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Editorial Review

From the Back Cover

Any time your company decides to make a major organizational change - whether it's a new emphasis on customer service, quality management, restructuring, or downsizing - your job is to get the message through to your employees, and enlist their support and cooperation. If you don't, the changes you're trying to implement will inevitably create more turmoil than progress. The challenge is how to deliver your message all the way through the ranks. A task made especially difficult when changes you are trying to communicate are unpopular. Now, here's a book that reveals to all managers how to implement important changes and make them work. This is not a theoretical book. It's advice from the trenches. Packed with checklists, sample communications, diagrams, surveys, step-by-step guidance. This book evaluates the real-life communication successes and failures experienced by many multinational corporations including: General Motors, Polaroid, Xerox, Hewlett-Packard, British Telecom, GE, and IBM.

About the Author

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Antoine Anderson:

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