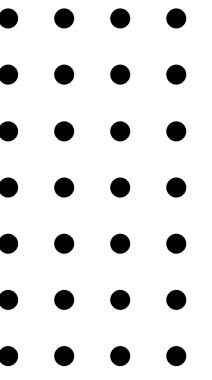




**SDGs  
LEADERS**

SUSTAINABLE LEADERSHIP PROGRAM

**CHANGE MINDSET COMMUNICATION  
PROJECT**



# SCOPE

**CHANGE & COMMUNICATION PLAN AIMS AT ACTIVELY INVOLVING DIFFERENT STAKEHOLDERS BY BUILDING ON THREE KEY BUILDING BLOCKS**

## **EXPLAIN THE CHANGE**

Build a long term internal vision of the approaching transformation

## **ENGAGE THE CHANGE**

Develop the processes, the tools and the culture that guarantee a long lasting transformation

## **DEPLOY THE CHANGE**

Implement and improve the transformation, communicate in order to sustain momentum

## **EXAMPLES OF ACTIVITIES (NOT EXHAUSTIVE)**



- Video from functional leaders
- Townhall speeches/events

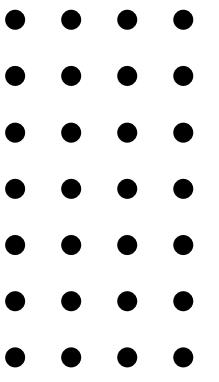


- Letters/emails from Executives
- Official documents sharing repository



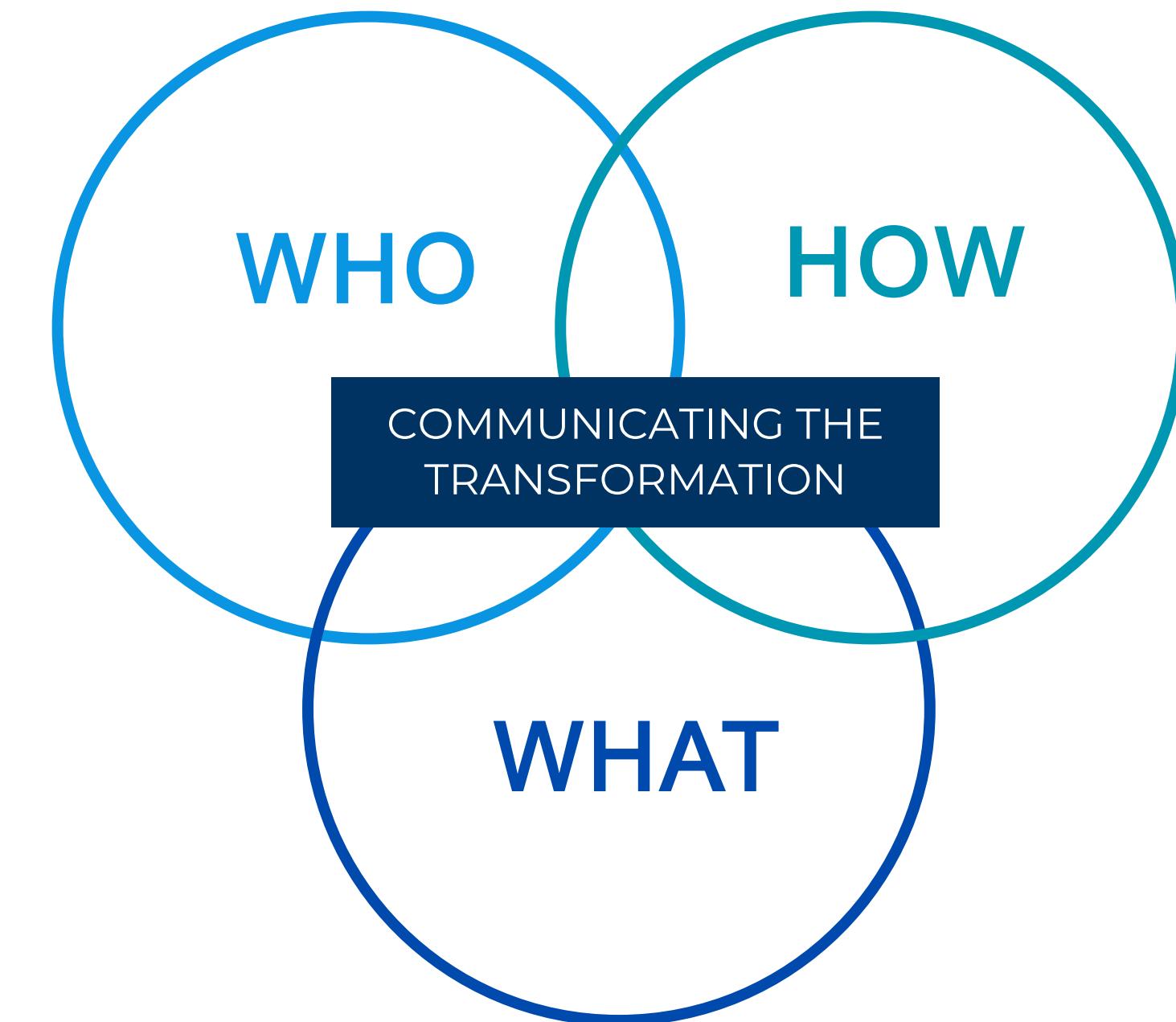
- Communication branding (logo, payoff...)
- Visual mgmt (flyers, posters, ...)

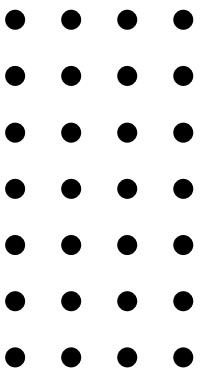
- Shop-floor events (develop & exchange ideas)
- External testimonials



# THE APPROACH TO CHANGE COMMUNICATIONS IS STRUCTURED AROUND 3 FUNDAMENTAL PILLARS

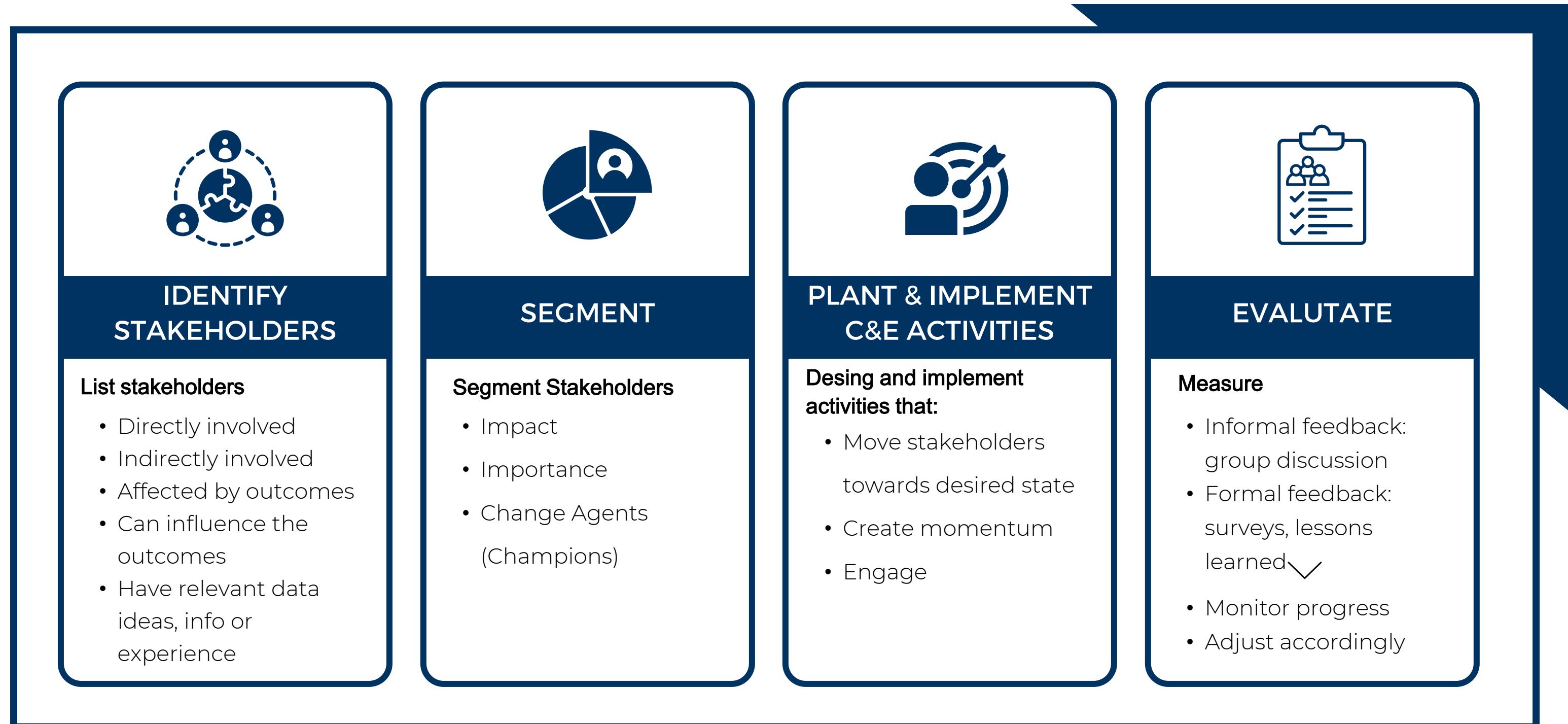
- WHO**
  - Stakeholders
  - Audience
  - Define each group's role in the communication process
- HOW**
  - Tailor communication style and information flow
  - Develop the adequate communication material
- WHAT**
  - Iterate vision for change
  - Outline approach of creating the strategy and key changes
  - Clarify implications for each audience group





# STAKEHOLDERS

## SETTING THE AGENDA FOR CHANGE AND BUILDING MOMENTUM



# CHANGE AGENTS LINK THROUGH PEOPLE AND PROCESS

## Champions' roles and responsibilities



**Actively support and champion** the change and communication program



Promote **top down/cascading communication**



Accelerate change by **transmitting formalized information and encouraging informal discussions with target audiences**



**Watch and assess** the local situation, diagnose problems and alert the relevant persons



**Exchange experience and knowledge** with other program change agents



Provide target employees with **hands-on encouragement** and coaching during the delivery of the transformation program activities



**Serve as a sounding board** to the transformation program leadership regarding current and future activities

## Champions's skill requirements



Leadership and enthusiasm



Active Listening



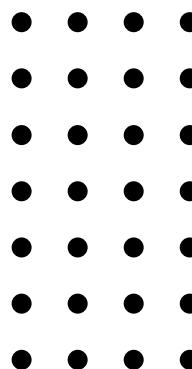
Communication and persuasion



Conceptual thinking and organization (e.g., organize thoughts, detect the main points of a discussion, etc.)



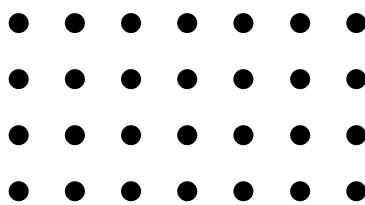
Observation, analysis, and judgment

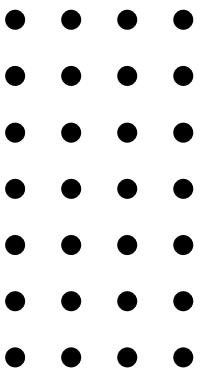


# CHANGE MINDSET EXPERIENCE PLAN

## ACTION PLAN MILESTONE

- 01** **DEFINE:** STRATEGY FOR CHANGE
- 02** **ASSESS:** ALIGN PEOPLE PERCEPTION
- 03** **DESING:** ENGAGE PEOPLE
- 04** **IMPLEMENT:** TOOL AND SKILLS
- 05** **EMBED:** MONITOR CHANGE EFFECTS





# GANT

