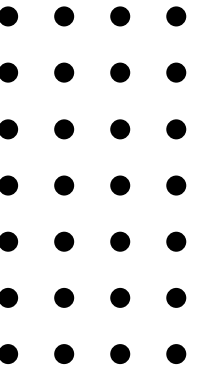




**SDGs
LEADERs**
SUSTAINABLE LEADERSHIP PROGRAM

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



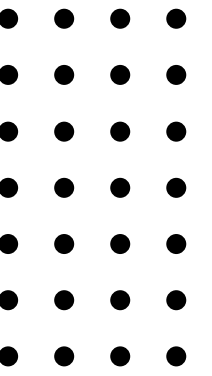
- Communication branding (logo, payoff...)
- Visual mgmt (flyers, posters, ...)



- Letters/emails from Executives
- Official documents sharing repository



- 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



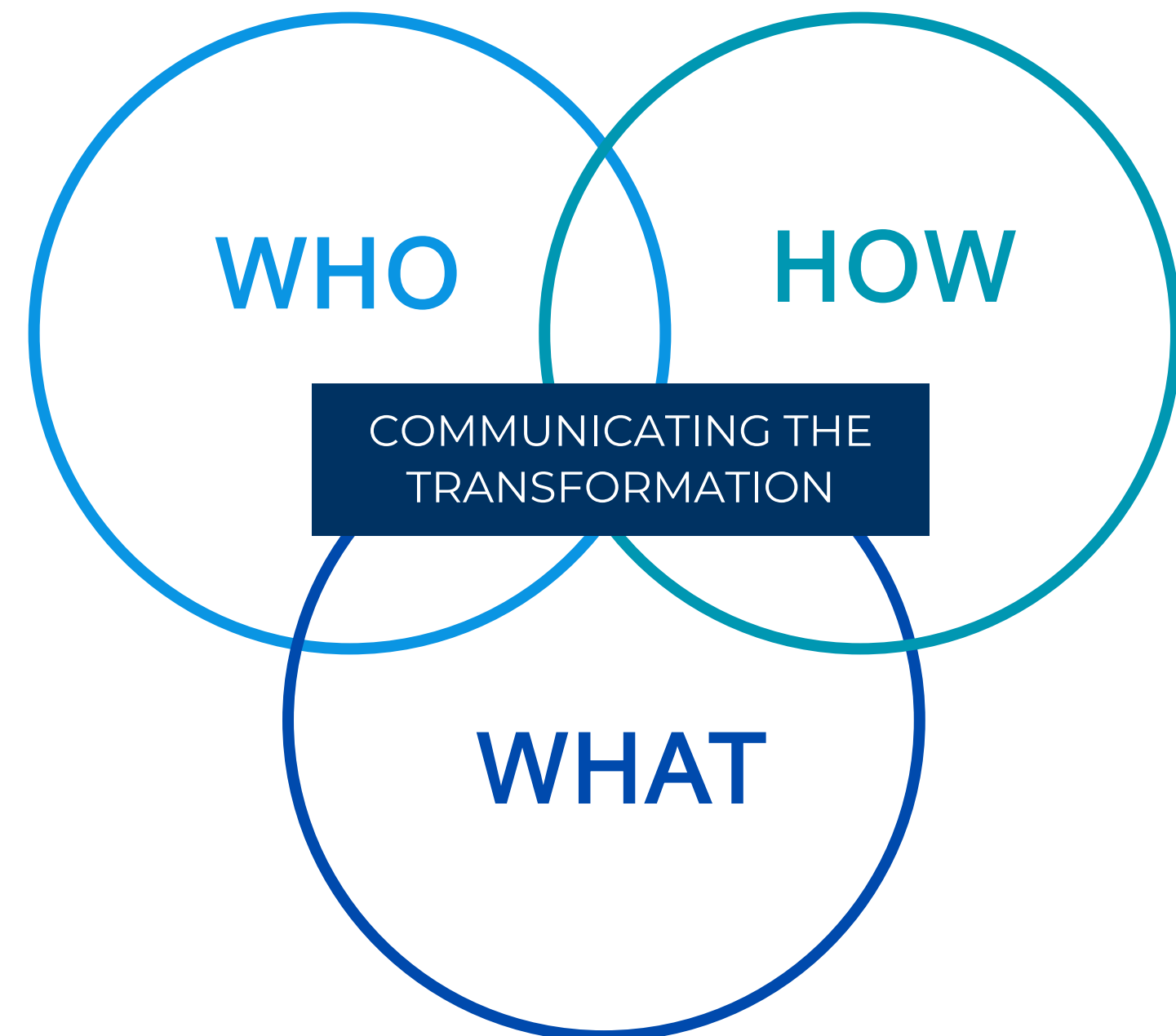
HOW

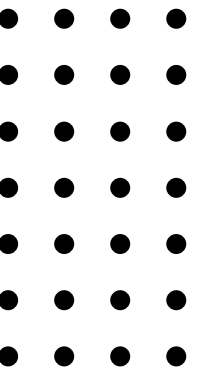
- Tailor communication style and information flow
- Develop the adequate communication material



WHAT

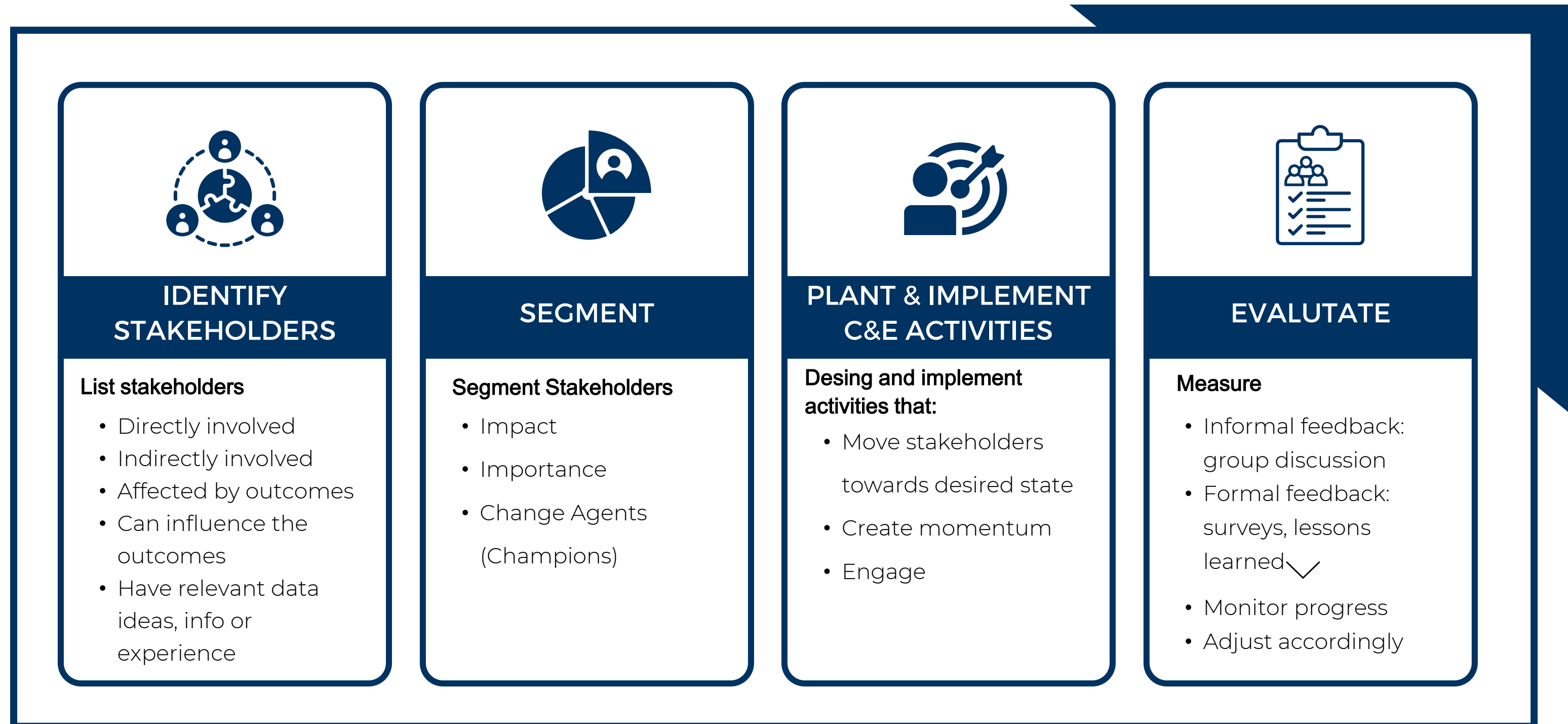
- Iterate vision for change
- Outline approach of creating the strategy and key changes
- Clarify implications for each audience group





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



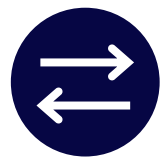
Promote **top down/cascading communication**



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

01

Leadership and enthusiasm

02

Active Listening

03

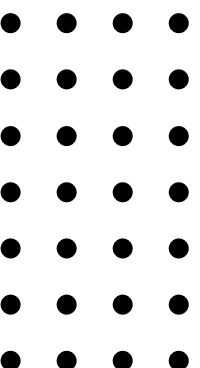
Communication and persuasion

04

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

05

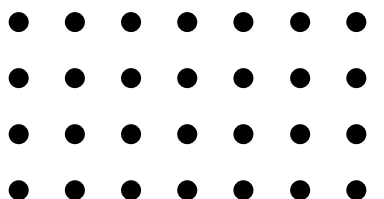
Observation, analysis, and judgment

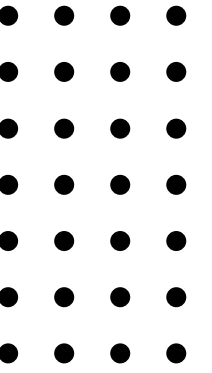


CHANGE MINDSET EXPERIENCE PLAN

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

