



# Manager Communication Template: Announcing a Change

Use this template as a guide to structure your conversations with your team when introducing an upcoming change. This template is based on the principles of empathetic and clear communication discussed throughout the [Leading Through Organizational Change](#) series.

## *Manager Communication Template*

- 1. The “What”:** State the change clearly and simply.
  - **Goal:** Directly inform your team about what is changing. Avoid jargon or corporate-speak.
  - **Example:** “I wanted to let you all know that starting next quarter, our team will be adopting the Project Phoenix software for all client management. This software will replace our current CRM system.”
- 2. The “Why”:** Explain the rationale and benefits.
  - **Goal:** Provide context and help your team understand the purpose behind the change. Connect it to the bigger picture.
  - **Example:** “The leadership team has made this decision because Project Phoenix offers much better integration with our other systems. In the long run, it will help us reduce manual data entry and give us more accurate client insights, allowing us to be more strategic in our work.”
- 3. The “How”:** Acknowledge the impact and validate feelings.
  - **Goal:** Show empathy and acknowledge that change can be difficult. This builds trust and psychological safety.
  - **Example:** “I know that learning a new system can be challenging and, at times, frustrating. It’s completely normal to feel a bit anxious or overwhelmed by this news. We’re going to be leaving behind a system that we’re all very familiar with, and it’s okay to feel that sense of loss.”

**4. The “What’s Next”:** Outline the support and timeline.

- **Goal:** Reduce uncertainty by providing a clear path forward.
- **Example:** “You are not going through this alone. L&D has developed a comprehensive training plan that will begin next month. We will have dedicated practice sessions, and I will be sharing a full timeline and a list of resources with you by the end of the week. We will have regular check-ins as a team to discuss how the transition is going.”

**5. The “WIIFM” (What’s in It for Me?):** Address the individual impact.

- **Goal:** Answer your team members’ unspoken questions about how this change affects them personally.
- **Example:** “For you, this change means you’ll be spending less time on administrative tasks and more time focusing on building client relationships. This is also a great opportunity for all of us to develop the new technical skills that are becoming increasingly valuable in our industry.”

**6. The “We”:** Open the door to questions and feedback.

- **Goal:** Create a two-way dialogue and show that you are open to listening.
- **Example:** “What are your initial thoughts or concerns? I really want to hear what’s on your mind so we can navigate this together as a team.”