

Communicating Change

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COMMUNICATING CHANGE

WINNING EMPLOYEE
SUPPORT FOR NEW
BUSINESS GOALS

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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, this book offers specific prescriptions for effecting successful change centered around three guiding principles: conveying the message through supervisors, communicating face-to-face, and 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 the principles into action.

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