



Communicating Change: Winning Employee Support for New Business Goals

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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