Think bigger when communicating change with employees

Feeling overwhelmed about communicating a big change with your employees? The scenario below may look familiar:

An organization made changes that resulted in new ways of working across several areas of the business. Standard communications were “pushed” to all employees in a series of emails. Channels for questions and feedback were not provided, and employees were left confused and anxious about how to perform their jobs in the new environment.

Keep reading to learn how KPMG communicates change.

Focus group topics:
1. What is going well?
2. Where are there pain points?

Ongoing two-way engagement and tailored, flexible approaches are critical for gauging progress and improving methods throughout a change.

When leadership sponsors and guides employees through a change, morale increases. Employees then understand how they fit into the bigger picture and are able to better perform their jobs.

Organizations that rely on pushing communications to their employees will not adequately prepare them for significant change.

What do I do now?
My inbox is full. There’s no way I can read all these emails.

Remember the company who helped us the last time?
All we got were fancy emails sent to everyone with a bunch of words I didn’t have time to read.

We haven’t heard anything from our managers

A more advanced employee engagement approach is required to get employees ready, willing, and able to adopt change.

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Our competitive advantage
KPMG has the capabilities to develop and execute change communications to increase engagement and drive behavior change. One measure of our strength in helping clients manage transformation is our recognition by the International Data Corporation (IDC) as a global leader in Change Management Consulting capabilities and strategies.¹

Our approach
We view change communications as an essential component to get people ready, willing, and able to deliver the desired benefits for a successful transformation. When an organization makes changes that result in new ways of working across several areas of the business, KPMG prepares for change communications by pulling foundational input to:

— Identify influential leaders to sponsor and advocate for the change
— Identify impacted roles and employees
— Define and measure levels of impact
— Select the best channels to communicate (in today’s virtual environment)

This information enables KPMG to understand cultural challenges and how the business operates to develop change communications and two-way engagement, supported by leadership and tailored to the impacted employees. The result is less reliance on email and a more targeted and dynamic communications approach, which leads to a more engaged workforce that is ready, willing, and able to work in new ways.

Our depth of experience
KPMG has a comprehensive approach to managing communications and change is a product of our presence across a variety of industries and our experience supporting the majority of Fortune 100 companies. KPMG has a wide breadth of experienced resources to help guide organizations through significant change. Our tailored approach to preparing employees for change is crucial for the long-lasting success of the business transformations that organizations face.


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