

Communicating Change

Leading through the Change Curve

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Communicating Change

Why is this important?



Software changes quickly and our businesses change quickly.



In software engineering, our people are our assets.



Leaders set the tone



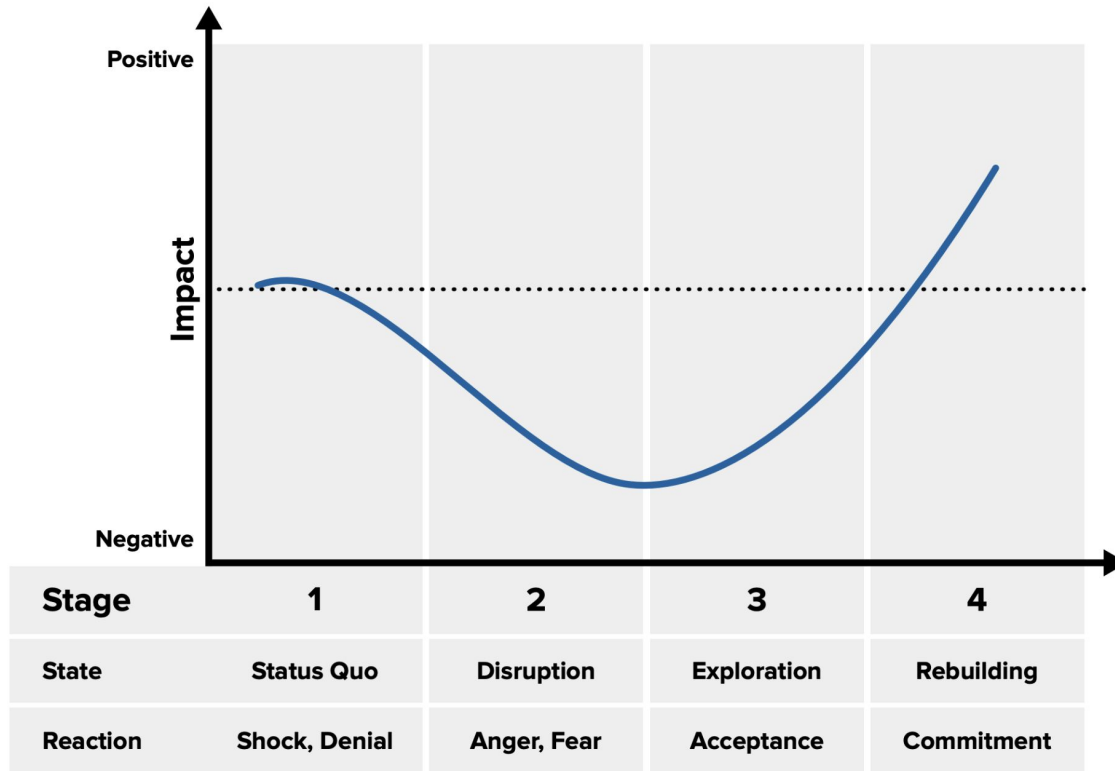
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*Only 38% of people like to leave their
comfort zone*

– Mark Murphy, Forbes.com

<https://www.leadershipiq.com/blogs/leadershipiq/122984769-quiz-how-do-you-personally-feel-about-change>

The Change Curve



Expected Change

Expected Change

We're Hiring!



Leading through the Stages

Status Quo

Communicate
Information

High Levels of
Transparency

Disruption

Watch

Listen & Validate

Support

Invite Questions

Focus on the future

Reiterate the “Why”

Exploration

Give Time to Explore
and Test

Get people involved;
build buy-in

Rebuilding

Celebrate wins

Check alignment

Reflect

Communication Strategies

Getting ahead of the change

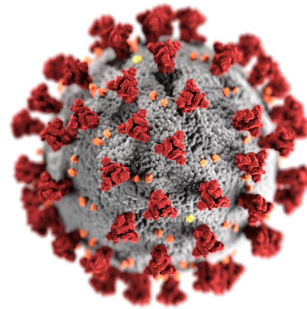
Gain Allies

7x7



Unexpected Change

Unexpected Change



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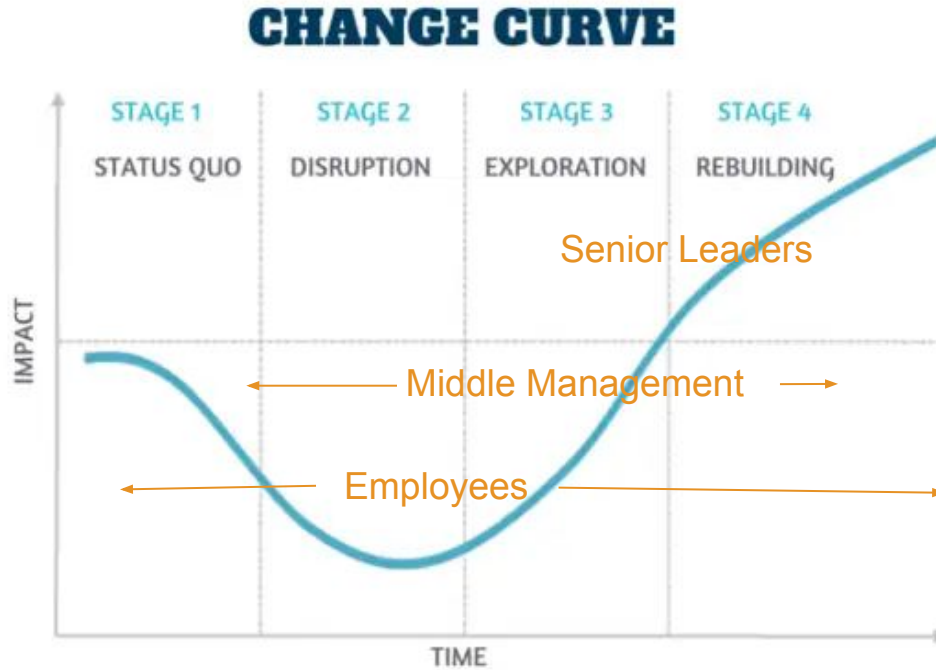
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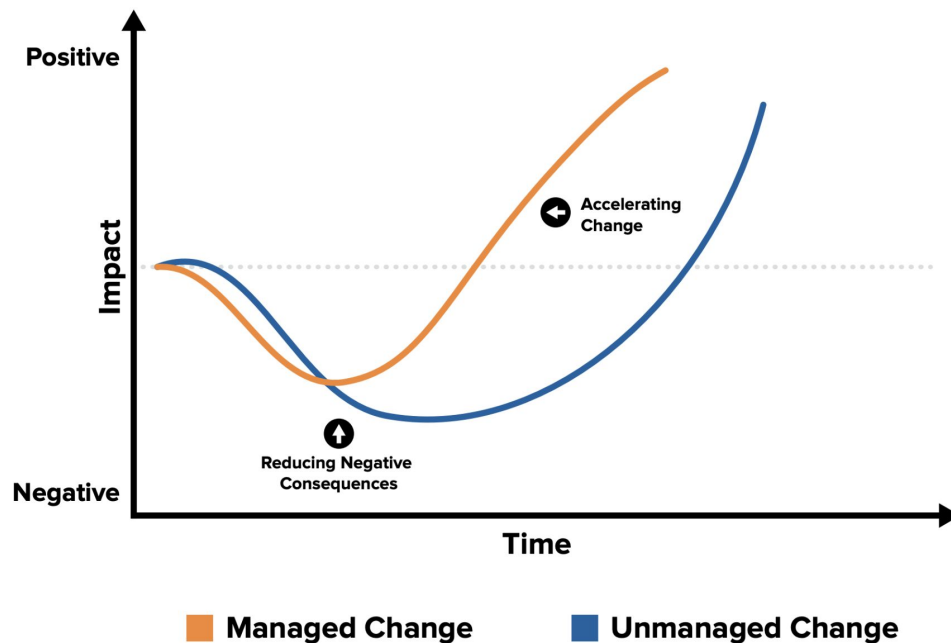
Reflect

Management Change Curve



Key Takeaways

Managing the Change Curve



Thank you