



Be A Change Agent

Communication strategies for helping the change process.

- 🎯 **Keep the message simple.**
- 🎯 **Use metaphors, analogies, and examples.**
- 🎯 **Spread the message in many ways (meetings, emails, wall charts, formal and informal interaction, etc.)**
- 🎯 **Lead by talking about the vision.**
- 🎯 **Build in time for two-way conversations.**