

# CHANGE COMMUNICATION CLARITY ACCELERATOR



CLEAR, CONSISTENT MESSAGING THAT SUPPORTS CHANGE AND DRIVES ACTION

## Executive Overview

Change Communication Clarity Accelerator is a focused engagement designed to help organizations improve the clarity, consistency, and effectiveness of communication related to change initiatives. As change accelerates, leaders often struggle with fragmented messages, competing narratives, and unclear expectations that slow adoption and create confusion.

This engagement provides a practical reset. It assesses current change communications, defines a clear communication strategy, develops tailored core messaging for key stakeholder groups, and builds organizational capability through a hands-on workshop. The result is clearer communication, stronger alignment, and greater confidence in how leaders and teams communicate change.

**What's Included:** Change Communication Clarity Accelerator is delivered as a private, organization-specific engagement using a structured approach:

- 1** **Communication Audit:** A focused assessment of current change-related communications to identify strengths, gaps, and risks affecting clarity and consistency.
- 2** **Strategic Communication Plan:** A practical plan that clarifies communication objectives, message hierarchy, and guidance for how leaders should communicate change initiatives.
- 3** **Core Messaging by Stakeholder Group:** Development of a shared narrative and tailored core messages for up to five key stakeholder groups, ensuring relevance and consistency across the organization.
- 4** **Communication and Messaging Workshop:** A one-day, interactive session that builds baseline communication capability, applies tailored messages to real initiatives, and supports action planning at the individual or team level.

**Key Outcomes:** Organizations completing this engagement gain:

- Clear, consistent messaging tied directly to change initiatives
- A practical communication strategy leaders can apply immediately
- Tailored core messages for key stakeholder groups
- Improved confidence and capability in communicating change
- Reduced confusion, noise, and misalignment during implementation

## Investment: \$50,000 fixed fee

- Engagement length approximately 2 months
- Includes senior consulting support, tailored messaging development, and a one-day workshop
- Designed as a focused enablement engagement, not an ongoing communication execution program

**LET'S TALK:** Interested in exploring whether the **Change Communication Clarity Accelerator** is right for your organization? Schedule a 30-minute exploratory conversation to discuss your goals, context, and next steps.

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