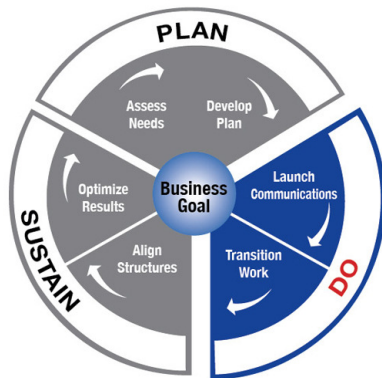


The DO Phase – Executing Your Plan

By: Annie Ayvazian



Once you have assessed needs and developed a change management plan, you are prepared to execute that plan. This involves developing your communication materials and preparing your organization to transition to the future state.

The “do” phase consists of 2 key activities: (1) launch communications and (2) transition work.

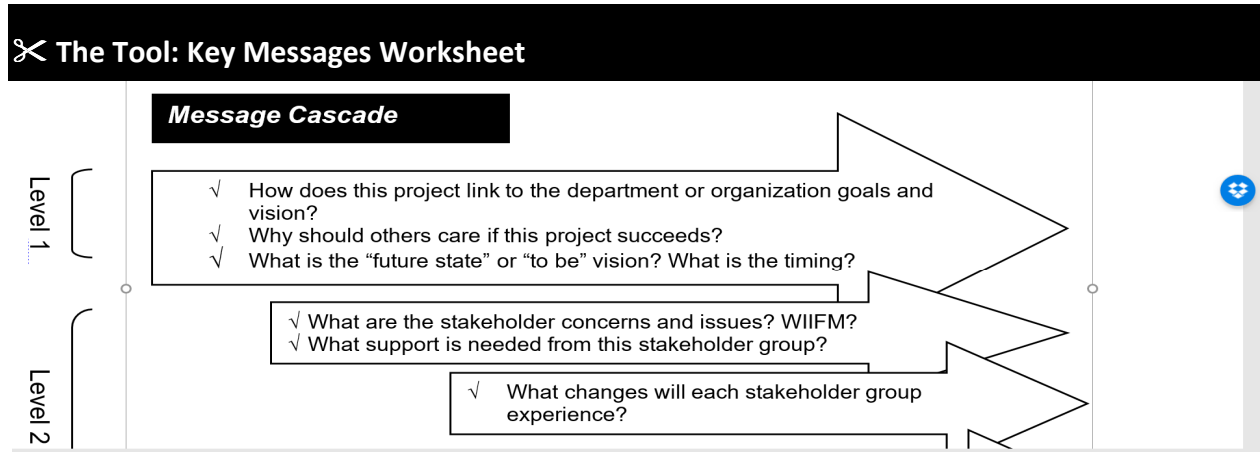
1. Launching communications: Now that you have developed your communication plan, it’s time to prepare content and materials to ensure people understand the project and why it’s important. This includes crystalizing key messages into an elevator speech, developing a communications network to champion the change, and providing answers to frequently asked questions.

2. Transitioning work: To effectively transition work, you need to identify the key activities required to implement the change successfully. This includes assessing readiness, defining training needs, and developing a workforce transition plan to prepare people for the new work and new skills required in the future state.

A Few Change Guides Tools

Portions of two of our frequently used “do” tools are shown below.

The Key Messages Worksheet helps determine the important messages to be communicated. This includes ‘Level 1’ messaging to define the future state, as well as ‘Level 2’ messaging to address stakeholder needs and impacts.



The Change Readiness Audit assesses whether an organization is ready for the upcoming change. This tool can be used over time to measure progress and identify gaps.

The Tool: Change Readiness Audit

	Yes	Somewhat	No
Vision and Business Case			
Is there a complete and unambiguous vision / future state?	Yes	Somewhat	No
Are employees excited about the future?	Yes	Somewhat	No
Do people understand how the change will benefit customers and stakeholders?	Yes	Somewhat	No
Is there a clear expectation of what successful change looks like?	Yes	Somewhat	No

Why is the “Do” Phase So Important?

The “do” phase is the phase where your planning turns to action and where you connect with the stakeholders who are impacted by your project. By crafting and communicating your key messages and determining the activities needed to transition work, you are preparing your organization to implement change successfully.