

## 4 C's to COMMUNICATING CHANGE

### CLEAR

- ✓ **Communicate as quickly and clearly as possible**  
Even if you don't have all of the details, keep people in the loop so you control information and maintain an atmosphere of openness.
- ✓ **Tell people what is changing and why**  
Explain the reasoning behind the change and anticipated outcomes despite resistance or discomfort you might encounter.

### CONCISE

- ✓ **Limit key points**  
Pick the two or three most important points that will help you communicate what this change means or may mean to them.
- ✓ **Focus on the basic 5 W's and H**  
This is what you learned in grade school: who, what, when, where, why and how to provide basic and important information.

### CONSISTENT

- ✓ **Keep people informed**  
Provide information and updates on a regular basis to keep people informed.
- ✓ **Keep emotions in check**  
Keep your cool at all times to focus on helping others cope with their fears and apprehension.

### COMPASSION

- ✓ **Convey compassion and empathy**  
Help them deal with the change in positive ways by providing information, encouraging suggestions and respecting their opinions.
- ✓ **Listen to understand, not to respond.**

## TOP **10** TIPS FOR DEALING WITH ANGRY PEOPLE

1. Acknowledge their feelings. “I understand your concerns” or “I know this is very upsetting.”
2. Never minimize their concerns.
3. Put yourself in their shoes. How would you feel?
4. Listen without interrupting. Let them vent. Until they are calm, they won’t hear you.
5. Avoid being defensive or confrontational.
6. Ask questions to address their concerns, control dialogue and show that you genuinely care about their problem.
7. Paraphrase what they’ve said to show that you’re listening and have heard them.
8. If you can’t do what they want, explain what you can do.
9. Stay calm. Don’t debate.
10. Remember, it’s nothing personal. They’re not mad at you. They’re angry at the situation.

A handwritten signature in blue ink, appearing to read "Karen Friedman".

© 2022. Karen Friedman Enterprises, Inc.