

COMMUNICATION PLAN



2 -3 MONTHS TO MOVE DAY:

- Create a Steering Committee with leadership members who can make decisions and lead the communications to staff regarding the move.
- Define the project timeline
- Outline the communication plan for the organization: email, lunch & learns, town hall and department move meetings.
- Share why the move is necessary and what the organization will have to gain from the move.
- Define cultural and behavior changes with managers to start navigating the changes in the organization: open plan, mobile workers, or strategic changes impacted by the move.
- Identify Move Champions with each department moving to help lead the change and share information.
- Ensure all furniture, fixtures and equipment have been ordered and will arrive in time for the move.

1 MONTH TO MOVE DAY:

- Share the move plan with impacted departments.
- Purge parties to help reduce excess items moving to the new space.
- Department move trainings and communications on the move schedule.
- Weekly Steering Committee and Move Master Meetings.
- Schedule building tours to share highlights.
- Release floor plans and seating assignments.
- Design the welcome packet and plan the welcome party for staff in their new space.

MOVE WEEK:

- Move Champions review the Move Checklist with staff.
- Communicate times with departments for the staff to leave in preparation for the move.
- Finalize the welcome party for staff arriving at their new space