



# ACMP UNITED KINGDOM CHAPTER

## ACMP UK Webinar: Role of Communication in Change

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## ACMP

global community of like-minded professionals dedicated to leading the way change works



4,000+ members | 60+ countries | 27+ chapters

## ACMP UK Chapter

- ✓ Launched UK Chapter in 2018
- ✓ 150+ members and growing
- ✓ We offer regular opportunities for professional development, knowledge sharing, networking and fun
- ✓ Opportunities to volunteer and help shape our local community
- ✓ Run by volunteers for our members





# We have a new series of events

## Re-Wiring



Help with  
critical thinking  
and exploring  
and expanding  
convergent  
thinking

## Another Perspective



Obtain an  
understanding of  
change from a  
different  
organisational  
function's point of  
view

## Story Time



Directors and members  
share how they became or  
approach being a change  
agent or share a key learning  
they have made through  
their experience. Personal  
shared learning event

## About me!

- Worked in communication for over 15 years
- Majority of communication campaigns have been in change management space including:
  - Planning and regeneration, transfer of housing stock and multi million pound developments
  - Healthcare improvement programmes such as increasing uptake of NHS health checks and transferring paper based patient safety information to video
  - Digital transformation projects
  - Workplace reorganisation

# Agenda

- 01** What is communication
- 02** How do we communicate
- 03** The value of communication
- 04** Q&A



**What is  
communication?**

“The imparting or exchanging of information by speaking, writing, or using some other medium.”

**Oxford Dictionary**

# What is communication?

In the workplace it's:

- Messages issued to audiences
- How we promote and advertise our brand
- Consistent and trusted
- Our identity



# What is communication?

In change management communication:

- Is integral to effective engagement
- Can increase adoption
- Alleviate fear
- Maximise impact
- Can impact budget and cost

## Sounds simple...right?

You'll need a pen and paper, or an alternative digital version. Using the following instructions please draw...

1. Canine animal lying down
2. It's on a bed
3. The bed is on a rug
4. The dog has it's eyes closed



# The basics

## CLARITY

Any channel we communicate through should offer clarity

## CONSISTENCY

Our messaging should be consistent, transparent and understandable

## PURPOSE

Messages with purpose and meaning

**How do we  
communicate?**

# Communicating change...

01

## YOUR PEOPLE

Understand user needs and pain points

02

## PLAN

Develop a clear plan before starting anything

03

## MAKE IT REAL

Put yourselves in your audiences shoes

04

## DELIVERY

Ensure you have the resources to deliver your plan, commit to it

# Channels...



**EMAIL**



**NEWSLETTERS/BRIEFINGS**



**ONLINE**



**VIDEO/VISUALS**



**VERBAL**



**TWO-WAY**

## Dont...

1. Underestimate the impact of any change
2. Downplay the change in your communication
3. Use jargon and technical terms
4. Purposely avoid acknowledging previous work or changes
5. Make assumptions

## Do...

1. Remember those basics (clarity, consistency and purpose)
2. Ask the 5 “W’s” (who, what, why, when and where)
3. Be honest, open and transparent
4. Tell your audience why the change is needed and any differences
5. Make it matter and use examples

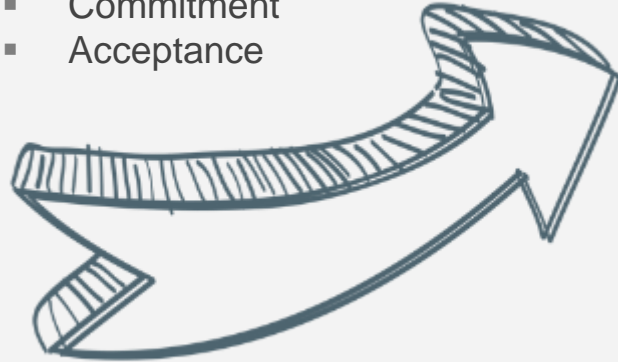
**Why?**



**Why do you think we  
should communicate  
change effectively?**

# Adding value

- Raising awareness
- Understanding
- Commitment
- Acceptance



**Any questions?**



## Contact

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# Stay in touch



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# Events Coming Up



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## **Panel Discussion: How do we turn the dial and deliver CM in the current Covid19 environment**

Presenters: Lee Daniels, Director at JLL; David D'Souza Director at CIPD, James Filus, Director at the NAS and TBC, Ijeome Omira, Change Consultant, Tim Smith, Chief of Staff at Microsoft

**When: 7<sup>th</sup> October 2020**

## **Role of the Workplace Ecosystem in Change**

Presenter: Susanne Lorencin, Partner at Cushman & Wakefield

**When: 11<sup>th</sup> November 2020**

## **Christmas Social: Nicola Millward, Futurist at BT and Virtual Pub Quiz**

Fun Learning event and networking

**When: 10<sup>th</sup> December 2020 at 6pm – 8pm**

