Communications Cascade

OFFICE OF ORGANIZATIONAL EXCELLENCE
How to Cascade Communications Messages

KEY PRINCIPLES
- Messages should be clearly stated and show clear link to **strategic vision**
  - Eg., “This is a change to how we support our students who are transfers and aligns with Pillar 1 of the Cornerstone Plan because.........”

- Messages should be **targeted** and written in the **language** of the recipient to define the change.
  - Eg., “This means that our departmental process for x will need the team’s input for review”

- Messages should address **stakeholder impacts** and provide information on **support** for changes.
  - Eg., “This change looks like it will impact our schedule and coding. Let’s get together next week after we have done more research to look at these impacts and how we can manage them effectively”

- Request **comments, reactions, and questions** from stakeholders. (Note – answer if possible and collect other’s to address as more information becomes available”
  - Eg., “What do you think about this message? What do you see as the positives? What are the challenges? What information is not clear that we need to research? What questions do you have?”
Change impacts
– high level changes to processes, technology, and people

Individual impacts
– ways of working, job roles, interactions, and outcomes

Change definition – what is the change?

Link to strategic vision – future state

Message Cascade for Communications

High level strategic view