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Communicating Change: Winning Employee Support For New Business Goals Book summary Authors: TJ & S Larkin US-based management consultants who work with the likes of General Motors, Polaroid, Xerox, Hewlett-Packard, British Telecom, GE and IBM. THE BASIC IDEA OF THE BOOK “How to communicate change to employees in large companies.” That is...

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Change Management and Communication Strategy

The best way to communicate a major change to the frontline workforce is face-to-face. Do not use videos or video hookups, do not introduce the change in a company publication, and do not hold...

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