

Reading: Two-Way Communication

Following are some tips for ensuring effective two-way communication during implementation.

- The entire process of organizational change is stressful and emotional. Remember to “keep your cool” when communicating with others.
- Make sure that your behavior is consistent with your words; do as you say and model the change you want to see happen.
- Listen! Remember, it’s *two*-way communication. The employees who are “in the trenches” often have a clearer understanding of implementation problems and possible solutions.
- Be specific about what is going on. Provide as much information as you know and admit what you don’t know.
- Provide opportunities for people to communicate with you. Be accessible for clearing up confusion, answering questions, listening to complaints, and hearing ideas.

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