

# **BUILDING BETTER ORGANIZATIONS THROUGH PEOPLE**

Psychology of Effective  
Communication

## PSYCHOLOGY OF EFFECTIVE COMMUNICATION

To effectively communicate the needs and goals of a change management initiative in a way that gets buy-in from others, you need to be able to answer the various “Why?” questions you will receive. Make sure that your communication covers **each** of the four bases below, and you will more effectively manage the psychology of change.

### MACRO

- Give the big picture, the global situation that explains why the change needs to be made.
- Include the overall plan, the flow.

### MICRO

- Give specific data about what is not working and how the proposed changes will respond to that.
- Include the how, when, and who information with explicit attention to detail.

### MINDS

- Give the logic behind the changes, including the alternatives you considered, with the pros and cons, and invite critique.
- Clarify the fair and equitable way changes will be implemented.

### HEARTS

- Explain the values that drive the change plans and invite discussion of values or people you’ve overlooked.
- Clarify how the needs of people during the change will be addressed.