

Successful Change Communication

How to Inform, Involve and Inspire Employees

Deliver strategic change communication that strengthens leadership credibility, protects organizational stability and delivers informed results. *Successful Change Communication* equips senior communication and HR leaders with proven tools for navigating high-impact transformation. As organizations face restructures, leadership transitions, rebrands, ownership changes and AI-driven disruption, this book provides a clear governance-led model for designing communication that reduces risk, protects trust and aligns employees with strategic priorities. Written by acclaimed communication leader **Rachel Miller**, the book reframes change communication as a leadership discipline rooted in data-led decision making, stakeholder insight and enterprise readiness. Through expert interviews, real-world examples and a lifecycle-based structure, it shows how to plan, implement and evaluate communication strategies that deliver measurable value across the organization. You'll learn how to: - Apply strategic models that support governance, risk management and leadership visibility - Deliver informed communication strategies for restructures, CEO transitions and organizational redesign - Use data-led insights to assess employee impact and optimize decision making - Implement tools for reviewing, evaluating and improving communication ROI across the change lifecycle - Strengthen alignment between employees and the C-suite during periods of turbulence With a powerful blend of strategic insight, practical frameworks and expert perspectives, ***Successful Change Communication*** enables senior leaders to communicate with clarity and confidence, ensuring change delivers sustainable results. **Themes include:** *change leadership, governance models, strategic communication, enterprise transformation, AI impact, organizational resilience*

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