



## WHAT IS CHANGE COMMUNICATION?

The Palladium Forum aims to develop and equip senior-most healthcare leaders in three core areas: Adaptive Leadership, Change Communication, and Care-Minded Impact.

The second of these, change communication, focuses on equipping leaders with the tools and resources they need to effectively convey messages about change to others in a way that builds trust and confidence in the midst of disruption and uncertainty.

To enhance the skills leaders will need to enact many of the adaptive leadership principles noted above, our team also draws from work by Terry Pearce, a senior communications consultant who advised several Fortune 100 executives and national political leaders over the course of his career. His approach focuses on developing a "Personal Leadership Communication Guide" that walks leaders through key questions to ask that can build trust and inspire others to join you in change.

Pearce highlights 4 critical communication phases when guiding others through change:

- Establishing Competence and Building Trust as a Leader
- Creating a Shared Context for Change
- Describing the Future the Change will Create, and
- Committing to Clear Action Steps