



Intervention

Inform people who will suffer a big loss due to the change on time/beforehand.

Change Phase

PREPARING

Description

People have an aversion for loss. Often a lot of people assume that they will lose, but they really don't. So you could benefit from the fact to first notify the people that really are going to suffer a major loss. In that case, you can be very transparent in your first communication to the rest of the company. You can stress that there will be no major loss unless this has already been communicated to you. Bad news is better than uncertainty.