TEMPLATE

Change Project Intranet / Web Page

*About this tool/template*

**PURPOSE:** To provide a concise explanation of the kind of content that should be included on a change project intranet/web page

**USER:** Project team member(s) involved in the creation of a project intranet/web page, could include communications advisor assigned to the change project

**APPLICATION:**

* central repository of information related to the change, easily accessible to all employees
* provide link in emails and other communications (i.e. “for more information visit the project site”)
* reference material in meetings with supervisors

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A comprehensive intranet or web page can greatly contribute to the success of a change or change project. It is a communications and engagement tool you can use to help build ADKAR® in employees—that is, create awareness of the changes and inform employees of what is, or will be, changing around them; it can get them engaged in the change process and should allow them to provide their feedback on different aspects of the project. Below are eight sections/types of content you should consider including in your intranet or web page:

# Project Updates

* 1. Whether there is a delay in the project schedule or a new engagement event for employees to participate in, it is important to provide a space like a website where employees can get timely and accurate information.
  2. However you choose to name this section, “What’s new?”, “Updates”, or something similar, just as long as it’s clear to employees that this is the place to get the latest information.

# General information about the change project

* 1. It is likely that most employees will have only limited knowledge about change and the change project. In this section, you should provide basic generic information on key elements of the change, such as..
     1. Information that not only addresses the “WHAT” of the change, but also the “WHY” it is an improvement or it is necessary to make the change (e.g. what problem it fixes, what opportunities it creates, what benefits it provides to employees and the organisation) .
     2. This is also a good place to address common misconceptions about the change right away (there are always a few).
     3. Messages from change champion(s) and project sponsor(s)
  2. You can also provide links to internal and external resources (articles from industry leaders in the field, tips for how to prepare for the change , etc.).

# FAQs

* 1. You can use this section to address the most common questions from employees. These can be questions gathered through engagement sessions, informal chats or through a generic email inbox. It is important is that all employees get consistent answers to the same questions. Create your **FAQ template** as a starting point. Keep in mind that this is an evergreen document and should be updated as you receive more information about the project or additional questions from employees. You may not be able to answer all questions right away; keep track of these unanswered questions and make a point to answer them when the information becomes available.
  2. Depending on the nature of the project and its complexity, key information that are answers to common questions can be integrated into section 3.

# Comprehensive information about the change project

* 1. This section is the most content-heavy section (and perhaps the most important section to build correctly) and should include the following:
     1. Details and facts specific to the change project (addressing the five W’s is a good starting point)
     2. Key contacts for the integrated project team and their roles and responsibilities in the project, as well as key contacts across the organisation (such as sector, branch or team representatives on project advisory committees or on project governance committees)
     3. Project milestones and high level schedule
     4. How to get ready or what employees can do now

# Resources for managers

* 1. Include a toolkit for managers to provide them with various tools to support the change, sponsor it and support their employees:
     1. Key messages and information related to the change / change project
     2. Change leadership tips for managers

# Feedback

* 1. This page should allow employees to provide feedback on the content of the intranet page and the change project.

*You may also consider the following sections, if they apply to your change project.*

# Interim measures

* 1. Include some information about any interim or temporary changes that will be made to make way for the future state..

# Pilots

* 1. A pilot project is essentially a “sample” project that serves as an experimental or testing phase for employees to gain experience with the change and provide feedback .
  2. Include links to information on the pilot, timelines, opportunities to participate and results of the pilot such as feedback and performance metrics. .