

CREATE **Intermediate** 30 MIN · UPDATED 2026-09-30

Draft a change-management communications plan.

Build the messaging plan and stakeholder-specific communications for an organizational change initiative.

MICROSOFT 365

Word

WORKS WITH

ChatGPT

Claude

Copilot

Business Outcome

A change initiative that lands well because each audience got a message tailored to what they actually care about.

Workflow Steps

Step 1: List the stakeholder groups and what each one needs to hear

Word

Make an actual two-column list in the Word doc — group name, then their specific concern.

Rather than a single mental note of "executives, managers, frontline." Executives generally care about the business rationale and timeline, managers about how to answer their team's questions, and frontline staff about what changes in their day-to-day; naming these differences explicitly is what step 2's prompt needs to tailor each message properly.

Step 2: Ask Copilot to draft the plan

Copilot

ChatGPT

Claude

Give it the change itself and the stakeholder list, and ask for tailored messaging per group plus a rollout sequence.

PROMPT

Draft a change-management communications plan for moving from [old process] to [new process]. For each stakeholder group — executives, people managers, frontline staff — write the key message they need to hear and note when in the rollout timeline it should go out.

Step 3: Sequence the rollout deliberately

Word

Managers usually need to hear the message before their teams do, so they're not caught off guard — check the sequence reflects that.

Step 4: Get manager buy-in before broad rollout

Word

A change plan lands better when managers can answer questions before their team asks, not after.

✓ Check the work

- Confirm the rollout sequence gives managers a head start before their teams are told.
- Check that each stakeholder group's message actually addresses their specific concern, not a generic version.
- Verify the timeline is realistic given how the change is actually being implemented.

Expected Outcome

A communications plan with tailored messaging for each stakeholder group and a timeline for when each message goes out.



Want help rolling this out across your team? **Go to Liminals.Tech** ■