









## #7. Leverage Social Capital.

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Humans are social beings and are profoundly influenced by the social cues around them – things like which kinds of behaviours are celebrated, the language that has currency, and the actions that can lead to rejection. Make sure that your communications model effectively taps into your organization’s social capital – those naturally occurring systems and relationships that make ideas and behaviours spread. Tapping into social capital is the most effective way of ensuring that your change takes root and thrives in the long term.

## #8. Measure, Learn, Refine.

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Communicators need quick access to real-time information on how change communication is being received during a transformation process. This is critical in order to understand what messages and tactics are effective, what sources of information are trusted, and the nature and scale of employee concerns.

A commitment to evaluation is particularly important because a changing organization is a learning organization – public signals of working toward continuous improvement through measurement can help reinforce a shift in culture.

Consider quarterly “Pulse Check” online surveys of employees in order to gain information on the change communication activity, and enable course corrections as needed.

### Get More

[Contact us](#) for more information on how these best practices can be leveraged to meet your organization’s communications and change objectives.

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