

TIME	WHO	HOW	WHAT	MEASURING INFORMATION
1 August at 9:00	The management group	Meeting in the large meeting room	Information about the organizational change.	Before separating, every manager must have embraced the plan and accepted her/his new position. Those who cannot do so must leave the company right away.
1 August at 12:00	All employees	Email to all	Information about the organizational change and which managers have chosen to leave the company	Employees are invited in the email to contact their new managers – the new business unit directors who immediately initiate work concerning practical matters.
1 August at 2 p.m.	HR Manager	Meeting in the CEO's office	Decision on the replacement of any managers who have left the company. In addition, a number of practical matters are addressed, such as business cards, employment contracts, etc .	
1 August at 3:45 p.m.	The Customers	Email and letters (both) are sent to all customers	Information about the organizational change, its importance, and which business unit they need to contact in the future.	If there are doubts about the information and the content of the organizational change, customers are encouraged to contact the CEO.
2 August at 9:00 a.m.	The management group	Meeting in the large meeting room	Mutual sharing of information on what happened the first day after the organizational change was announced. Each manager reports on the progress of the work on the implementation of the change.	The managers who have not progressed as far as expected to be "lectured".

FIGURE 11.21
Communication Plan.