

IABC INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

Resources on Change Management, Change Communication

CW Magazine

Balancing Act: Managing change takes a steady hand (September 2013)

http://cw.iabc.com/communicationworld/september_2013#pg1

All Together Now: Why employee engagement is critical throughout the change process (July/August 2012)

<http://discovery.iabc.com/view.php?cid=3339>

The Character of Communication: A new study reveals how leaders use communication and change management to build sustainable performance (May/June 2012)

<http://discovery.iabc.com/view.php?cid=3273>

Steady as you go: 10 things that have not changed about change communication—and the one big things that has (Mar/April 2011)

http://www.iabc.com/CW/private/PDF/2011/03-04/CWMarApr10_Change3_Sadlowski.pdf

Taking the Wheel: Traditionally, communication professionals have been asked to communicate about change. But they can communicate to change as well (Mar/April 2011)

http://www.iabc.com/CW/private/PDF/2011/03-04/CWMarApr10_Change1_Shaffer.pdf

The Difference is in the Details: When it comes to change communication, it's not as much what you say but how you say it (March/April 2011)

http://www.iabc.com/CW/private/PDF/2011/03-04/CWMarApr10_Change2_Frahm.pdf

Change and the Credible Company: Roger D'Aprix's new book outlines how robust programs can meet the complex change communication needs of organizations (March/April 2009)

http://www.iabc.com/cw/private/pdf/2009/03-04/CWMarApr09_Engagement_DAprix.pdf

The Secrecy Trap: Keeping employees in the dark can doom a company's plans for major change (November/December 2008)

http://www.iabc.com/cw/private/pdf/2008/11-12/CWNovDec08_InsideOut_Larkin.pdf

Engaging Employees to Drive Performance: When leaders learn to creatively engage their subordinates in everyday decision making, they can make change happen (May/June 2008)

http://www.iabc.com/cw/private/pdf/2008/05-06/CWMayJun08_Smythe_Leadership.pdf

CW Radio Interviews

Change Management, an interview with Annette Martell (November 2013)

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<http://cafe2go.x.iabc.com/2013/11/20/cw-radio-49-change-management-an-interview-with-annette-martell/>

Communicating to Drive Change, an interview with Jim Shaffer, IABC Fellow (February 2011)

<http://cafe2go.x.iabc.com/2011/02/25/cw-radio-16-communicating-to-drive-change-an-interview-with-jim-shaffer-iabc-fellow/>

Reports

Clear Direction in a Complex World: How top companies create clarity, confidence and community to build sustainable performance

<http://discovery.iabc.com/view.php?pid=2096>

Books

The Complete Guide to Integrated Change Communication

<http://discovery.iabc.com/view.php?pid=67>

Case Studies

DuluxGroup Demerger Communications Project (2011)

<http://discovery.iabc.com/view.php?pid=2040>

Engaging a 40,000-Strong Workforce in Support of a New Direction (2011)

<http://discovery.iabc.com/view.php?pid=2041>

Going Green with Employee Self-Service (2011)

<http://discovery.iabc.com/view.php?pid=2039>

Communications Program for IT Implementation (2009)

<http://discovery.iabc.com/view.php?pid=1817>

Tracking Levels of Employee Understanding and Engagement During Change (2009)

<http://discovery.iabc.com/view.php?pid=1841>

Communicating Change: BCBSF Goes Live with Prime (2007)

<http://discovery.iabc.com/view.php?pid=1352>