



Step 1: Understanding the changes, informing others, and discussing the implications

It's important that we all understand the coming changes, know how to warmly tell everyone effected about them and why they are needed, and how the changes will bring so much benefit to all adults in scouting. Crucial to this, we also need to understand the barriers some people might face, so we know where and what support is needed and how this can be suitable tailor to each situation.

Things we need to think about:

The change itself -

The Change Itself	Why ask this	✓
✓ Do you understand what the changes involve?	It's important to be clear on what is practically going to change for volunteers	
✓ Can you explain to others why the changes are needed?	Volunteers are more likely to get on board if they know what the benefits are	
✓ Do you know what things will look and feel like once the change is completed?	Help volunteers visualise what will be better when the change is done – yes it might be bumpy getting there but it will be worth it	
✓ Do you know what will stay the same?	Remember the fundamentals of Scouting remain the same. We get together to give young people skills for life!	

Having great conversations -

The Change Itself	Why ask this	✓
✓ What are our key messages that will help others understand the changes?	It's important to be clear on what is practically going to change for volunteers	

The Change Itself	Why ask this	✓
✓ How are you going to communicate with and have conversations with people?	Volunteers are more likely to get on board if they know what the benefits are	
✓ How will you engage diverse groups to understand how change might impact people differently?	Help volunteers visualise what will be better when the change is done – yes it might be bumpy getting there but it will be worth it	
✓ Have you thought about what people might like about the changes?	This will help give a sense of what key messages and support might be needed to get volunteers on board	
✓ Have you thought about what people might be worried about and challenge?		
How people might / will respond -		
The Change Itself	Why ask this	✓
✓ Have you thought about what people might like about the changes?	This will help give a sense of what key messages and support might be needed to get volunteers on board	

The Change Itself	Why ask this	✓
✓ Have you thought about what people might be worried about and challenge?		

Are the groups in my district ready for change -

The Change Itself	Why ask this	✓
✓ Do you know what and who will be impacted by the changes in your area?	The changes will affect volunteers differently depending on their role – it's helpful to map this out	
✓ Do you know and understand the barriers people might face?	What are the practical challenges volunteers are going to face when trying to implement change – this could be training needs, confidence, vacancies etc.	

✓ What is our plan to overcome these barriers people might have in adopting the changes?	Use these steps to map out any potential barriers groups and volunteers in your district may face.
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- Map the groups, units and district teams across your district who will be impacted by the change
- Think about what awareness there is of the changes in each group, how motivated volunteers are to make it successful, and whether people have the necessary skills to adopt the new ways of working locally

- Awareness -** Do they understand the change and the need for it?
- Desire -** Are they motivated to make the change successful?
- Knowledge -** Do they know how to practically make the change happen?
- Abilities -** Do they have the skills to be able to adopt the change?

Ways to support groups and units within the district to ensure they are aware of the changes and understand why they are needed, and they are motivated to make the changes happen in their group successfully:

- Offer drop-in sessions for anyone who is particularly struggling and have a chat with them about:
 - the benefits of the changes and how they will improve things
 - anything they are particularly worried about and how you can support and/or reassure them
 - share examples of where the change is happening successfully elsewhere
- Buddy them up with another GSL in the district who has the skills for sharing tips
- Ensure you check-in with them regularly and provide encouragement and support

The Change Itself	Why ask this	✓
✓ Who are you going to ask to be your local change champions?	Give some thought to (and identify), who will lead the implantation of changes in your groups and units	

You are now ready to move to step 2 (part 1)!



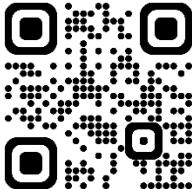
Step 2 (part 1): Planning how we will communicate about the changes locally

We all know scouts love a good plan. If we're hiking up a mountain, we need to map out a route that navigates us around any obstacles on the way.

We need to think about mapping out our local change plans that detail the way we will support everyone involved to smoothly adopt the new ways of working. Part one of this is thinking about the way you will communicate locally.

Things we need to think about checklist:

Having great conversations -

For consideration	Why ask this
<p>✓ Do you know what and when you need to communicate and who you need to communicate to?</p>	<p>Setting a communications plan to support the adults in your district and meet our change objectives can really help to think through who needs to know what and when.</p> <p>Use our comms planning template to help you outline your local communications plan.</p>
<p>Planning for communication is an eight-step process. The steps are:</p> <ol style="list-style-type: none"> 1 - identify the purpose of your communication 2 - Identify your audience 3 - Plan and design your message 4 - Determine the channel(s) you will use to deliver your messages 5 - Anticipate obstacles and challenges 6 - Identify people or places that can help spread the word 7 - Create an action plan 8 - Know how you will evaluate your plan and adjust it as needed as you move forward 	<p>Scan the code or visit the link to download our communications plan word template</p>  <p>https://tinyurl.com/slscommsplan</p>
<p>A communication plan includes:</p> <p>Who the target audiences</p> <p>What the key messages that you want your audiences to understand</p> <p>When the appropriate time of delivery for each message</p> <p>Why the desired outcomes</p> <p>How the communication channel (how the message will be delivered)</p> <p>Whom who will deliver the information</p>	