Topic: Sections I and II Paper details: For this assignment, you are to create a communication plan. Keep in mind that the purpose of the change plan is to increase employee retention and boost employee satisfaction at Mi-ORG. This should have a positive impact on Mi-ORG's organizational health and reinforce its ethical work environment. Objectives of Your Communication Plan To create awareness and understanding of the reasoning behind the change plan To support employees' understanding of what will happen and how changes will be implemented To present who is involved in leading the change and why To clarify how this affects projects, groups, and processes To support employees' understanding of their individual roles and responsibilities in the process of change To create consistent messaging for leaders to use in communicating about the change at an organizational level and a functional level To ensure information is shared in a way that is timely, accessible, accurate, and relevant, and that employees know how to obtain more information What is the difference between informing an organization about upcoming changes and persuading its employees to embrace those changes? What are the best methods to communicate the change to particular groups? And how do you take into account the needs and values of different audiences when trying to persuade them to adopt a new process, policy, or norm? In this project, you will work as a team to design a communication plan to explain the change and persuade various stakeholders to adopt your change plan. In this case, you will be planning to communicate a change plan to address the urgent problem of high employee turnover at Mi-ORG. You will develop a written version of the communication plan, as well as a narrated slide presentation that lays out the communication plan to senior management for their approval. You will also create sample emails to practice tailoring the same message to different audiences. This project is designed to be completed in four weeks. Anticipate spending a significant portion of the first week establishing your team. Please read the scenario below, and then begin Step 1: Recognize the Purpose of a Communication Plan. Scenario Work has been slightly more stressful than usual, and the week has flown by as you got all the information together for your change plan. As your mind begins to wander into thoughts of the weekend, you're notified of a unscheduled but urgent guiding coalition meeting. You hurry to the room, arriving just before the CEO begins. Meeting Meeting With CEO Taylor Shaw [The CEO speaks to you and other members of the guiding coalition.] "Sorry to call this meeting so suddenly, and on a Friday afternoon, but it has been brought to my attention that if we don't move more quickly to communicate our next steps to the larger organization, we risk losing more staff, and even key clients. We will need to do more than just offer a clear and reasonable explanation; we will also have to persuade employees to commit to your strategy for change. For this, I need you all to switch from strategist to communicator. In this case, you will be communicating with internal stakeholders. To support you in these efforts, you will be placed on a communications team. I've also reached out to a communications consultant to guide you in this process, so be on the lookout for a few emails from Akili Owusu of Clear Comms, Inc. In devising your messaging, keep in mind that there will likely be confusion and resistence to our retention plan. The executive team has been hearing a mix of opinions for a while, and we don't want ground level misconceptions and uncertainty to continue undermining our strategy. That's one reason we need a strong communication plan to bring everyone together and remind ourselves of why there's no better place to work than Mi-ORG. Again, apologies for meeting like this today, but I wanted to go ahead and get your minds thinking about approaches. Consider what messages persuade you to make changes in your everyday behavior and how you could mirror those strategies to achieve our goals.