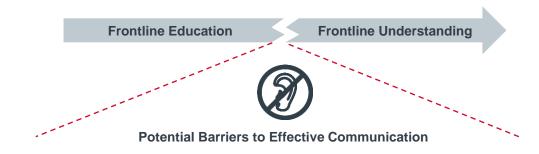
Getting Through to Staff a Challenge



Wrong Vocabulary



High-level language uses terms foreign to frontline staff

Wrong Content



Message focuses on corporate priorities, rather than staff's top priority: patient care

Wrong Amount of Information



Too much information overwhelms staff, while too little appears as an attempt to conceal reality of change