



# Beyond Burnout

## Strategies to Combat Change Fatigue

### What Is Change Fatigue?

It's more than just stress. Change fatigue is a type of organizational burnout – a reaction to continuous shifts, poor communication, and unclear direction. It's when employees mentally check out because they're tired of being yanked in different directions without adequate support or understanding.

### A Communications Strategy That Works

As a comms leader, navigating yet another significant organizational change can feel daunting – especially when employee fatigue is already palpable. To maintain employee engagement and support morale, it's critical to approach communication with intention and strategy.

- 1 Communicate Early, Communicate Often**  
Start the conversation early and update regularly – even if all the answers aren't there yet. You don't need to wait for the perfect plan.
- 2 Tell the Truth (Even the Hard Parts)**  
Employees would rather hear hard truths than corporate-speak and insincere spin. Honesty builds credibility, even when the news isn't great.
- 3 Create Context**  
Don't just say what's changing – explain why it matters, how it connects to business goals, and what's in it for employees. People want to see their part in the change.
- 4 Make It a Dialogue, Not a Monologue**  
Two-way communication builds trust. Include open forums, focus groups, town halls, and anonymous surveys to gather input and address concerns from employees. And be sure to acknowledge their concerns – don't run surveys if you have no intention of sharing the results.
- 5 Celebrate Small Wins**  
Celebrate progress throughout the transition, not just at the finish line. Honour key milestones and wins throughout the change. By demonstrating progress, you're helping employees embrace the challenge and recognize their efforts are making a difference.

### Your Change Communication Checklist

TASK	DESCRIPTION
Establish the “Why”	Is the reason for change clear and compelling?
Map the impact	Who is affected? How does this change their daily work?
Align messaging across leaders	Are leaders delivering the same message with the same tone?
Launch two-way channels	Have you created opportunities for employees to ask questions or express their concerns?
Provide resources	Have you equipped your employees with any necessary toolkits, training, and support materials?
Reinforce with recognition	Are you celebrating adaptability and acknowledging people's efforts along the way?
Measure and adjust	Are you monitoring feedback and adjusting the message accordingly?

### Pro Tip: Shift from Control to Invitation

**Change communication isn't about controlling the message – it's about opening a conversation.**

The goal isn't to force employees to accept change – it's to invite them into it. That shift in mindset is critical. When they feel informed, they can make sense of what's happening. When they feel involved, they begin to see themselves as co-creators of the future. And when they feel respected, they're far more likely to engage with openness rather than resistance.