



GOVERNANCE

Phase I: Establishing Governance



Activity 6: Articulate the Case for Change

Goals

1. Draft your communication strategy

Prerequisites

None

Who Should Participate?

Those interested in creating and executing the plan, and at least one person involved in selecting the change.

Length

60 minutes

Activity Instructions

1. Create a plan to communicate any governance changes using the Nexus LAB worksheet. For the most up-to-date version of this exercise, please visit: [Articulating the Case for Change](#).
2. Determine timeline or schedule for communication. This is not in the template, but may be important to consider whether all communication happens in one day, or if an email needs to go out this week and then a teleconference in the following week for Q&A, etc.
3. Communicate to your stakeholders according to plan.