

Talking Change:

How to Effectively
Communicate the
Reorganization

Top 5 Reorganization Questions

5. What took so long? We've had the same structure for a good year and half.
4. What's a REX?
...Didn't they go extinct in the Cretaceous?
3. Can you explain the reorg?---previous Directors couldn't...
2. Can't we just split the disciplines into their own separate agencies?
1. Why are we discussing reorg?—Don't you know there's a major oil spill going on the Gulf???

Ineffective communication

Two-Tiered Approach

- PASS - Prepare all Senior Staff
- Marcia-mercial

PASS: Step 1

- Director and Deputy Director face-to-face with the ELT, REXs, Chief Scientists, and Program Coordinators
- Ensure vision and details of reorganization consistently communicated

PASS: Meeting Agenda

- ▶ Vision of science strategy and why it requires reorganization
 - How different
- ▶ Describe new structure:
 - Organizational chart
 - Support services
 - Funds flow
- ▶ Implementation time line
- ▶ Prescreening of Marcia-mercial
- ▶ ELT and REX roles in communicating reorganization
- ▶ Review FAQs

PASS: Step 2

- REX conference call with Science Center Directors
 - Relate vision
 - Structure changes
 - Support services
 - Funding flow
 - Implementation time line
 - Science Center Directors' role in communicating the reorganization to employees

Marcia-mercial, Part 1

- An in-house video
- Combination of graphics, speech, music, and Zoom In Zoom Out (ZIZO) images
 - Past
 - Present
 - Future vision of USGS
- “We Are USGS”

Marcia-mercival, Part 2

- Live stream video of Director's address
- Springboard story
 - e.g. NASA's vision
- Science Strategy vision
 - Increased visibility for the USGS
- New organizational chart
- Implementation time line
- Question and answer session
- Record presentation

Follow-Up

- ▶ Communication with affected regional personnel
- ▶ Mechanisms for employees to ask questions and provide feedback
 - FAQ website, Facebook, Twitter
- ▶ Science Center Directors' All-Hands Meetings
- ▶ REX [w/ADs and/or Chief Scientist(s)] Visits
 - Learn more about each center
 - Answer questions from staff
- ▶ Capture effectiveness for future change initiatives
 - Mini-surveys
 - Feedback
 - Summary document

In 1879 a visionary founded the premier Earth science agency in the United States...

...we are USGS

USGS Science Strategies

Facing Tomorrow's Challenges—USGS Science in the
Decade 2007-2017

- Ecosystems
- Climate
- Energy and minerals
- National hazards
- Environment and wildlife in human health
- Water census

**We are
USGS**