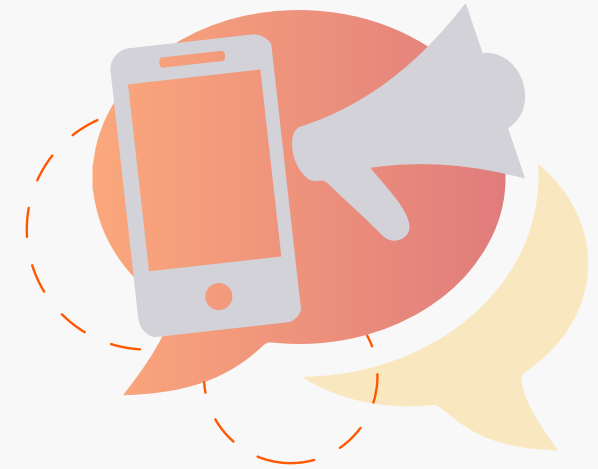# Step 4
Communication

As with anything in the workplace, the key to success is communication. This is particularly important when it comes to changes that affect day-to-day activities.

When?
Ideally, you'll start talking to your people about the change even before the Office 365/ Digital Employee Experience implementation starts.

Why?
You need to prepare people for the change and inform every stakeholder group of the appropriate changes specific to them and their work.

Who?
It's important to understand who will be impacted by what kind of change, to consider factors that may not affect others.

How?
This depends on the organization's culture, the available channels, and how these channels are perceived by the employees.

For example, if you're posting project updates on Yammer but no one in the organization pays any real attention to it, it may not be the best channel to use to communicate about the coming change. You could consider:

- leveraging the change agents to help spread the word

- tweaking project update emails to appeal to different departments and levels of the organization

- producing creative and innovative leadership videos with strong branding

- putting up posters or even a pop-up info kiosk if many people are based in one location

- applying gamification

- handing out flyers or sending out postcards

- leveraging the company's social media channels

Office 365 adoption
Change enablement