People Leader Communication Toolkit

A template to help managers share decisions with confidence.

People leaders play a critical role in the communication cascade. Employees often turn to their managers to understand organizational decisions and changes, yet many organizations don't provide leaders with the tools they need to communicate effectively.

Use this template to ensure people leaders have the context, talking points, and resources they need to support leadership decisions and help employees take aligned action.

How to Use This Toolkit

Use this template when leaders need managers to communicate a decision or change with their teams.

Internal communications or leadership teams can complete the sections below and share the brief with people leaders before the message is communicated broadly.

People leaders can then use the information provided to explain the decision, answer questions, and guide discussion with their teams.

When to Share This Information

[Guidance on when managers should communicate this update with their teams.]

What's Changing

[A brief explanation of the decision.]

Why Leadership Made This Decision

[The leadership rationale behind the decision.]

Why Now

[Why this decision is being made at this time.]

What's Changing vs. What's Staying the Same

[Clarify what employees should expect.]

What Employees Need to Do

[The specific actions employees are expected to take.]

Key Messages to Share

[3–5 core messages people leaders should reinforce.]

Anticipated Employee Questions

[Common questions employees may ask.]

Questions to Discuss with Your Team

[Prompts to help people leaders guide conversation.]

Where to Escalate Questions or Concerns

[HR/leadership/IC contact]

Additional Resources

[Links to intranet pages, documents, or tools that support this decision.]

Need Help Structuring Your Communication Cascade?

If your organization is working to improve how decisions are communicated to managers and employees, Sprout Narratives helps leadership teams design internal communication systems that support alignment, shared understanding, and action.

Learn more at sproutnarratives.com or contact jenny.jones@sproutnarratives.com.