



Crowd source: How to communicate office moves

The following content was advice given by internal comms pros via [@theICcrowd](#) on Twitter, and serves as a checklist when you are thinking about communicating office moves internally.

Approach

- Don't forget your sense of humour in your comms. At home or at work, moving is stressful, so try and make it fun!
- Have 'move champions' across departments to help drive engagement. Try a site visit with them so they can report back to colleagues
- Work alongside your business partners e.g. HR and Facilities to ensure joined-up messaging and approach

Tools and channels

Pre-move

- Create pre-move desk drop pack with guide to the new area – maps, floor plan to new building, phone list and emergency procedures
- Include Frequently Asked Questions (FAQ) section on the intranet and regular hard copy updates for those without PCs
- Involve staff in the design phase and consider mood boards and guidebooks
- Yammer works well for polls on things like mood boards. Key is giving choices to make, big or small
- Encourage feedback on selection of mood boards including sample materials and colour scheme
- Involve employees in designing the office space so it's a place to work, relax and think
- Conduct familiarity tours
- Have project team pick top furniture suppliers and set up dummy office for colleagues to test and rate
- Create an office wish list posters for people to stick post its with ideas of what they want, any concerns, etc.
- Put up countdown posters with the number of days to go, so everyone is clear of the timing
- Run competitions around which team can bin the most stuff pre-move. You can also never have too many FAQs
- Run online competitions to find the best coffee, sushi, dry-cleaning, fitness clubs etc near the new office
- Questions and concerns usually include 'where is good for lunch locally' and transport questions about parking, bike spaces and buses – include these answers in your move comms
- Office move = opportunity to improve equipment/space use. Have colleagues been consulted for ideas?



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At time of move

- Include a checklist for setup, help numbers, have a 'buddy' system, online guide and info on facilities and public transport
- Consider office champions who have all the info to pass on and help coordinate move
- Before and after, have an 'on the move' newsletter

Post move

- Ensure you have a way for employees to continue to provide feedback once the move has happened
- Keep any new building information packs to give to new starters at induction
- Consider a snagging list – either physical or online, where employees can continue to ask questions, particularly when moving into a new building.
- Work with Facilities and HR to conduct review of how the move went and capture any lessons learned for future moves.

If you need help from The IC Crowd, simply tweet [@theICcrowd](https://twitter.com/theICcrowd) to ask other internal comms professionals for advice.

Thank you to everyone who provided the content for this checklist.

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