**Managing Change -** Communication Plan **(2700 words)**

The assignment requires you to use the attached **case study** (Carlin, J., Dean, A., Kern, D., Searcy, R., & Stanley, J. W. (2011). Changing the Game at Cherokee Nation Entertainment. 17(3), 23–40.)

**Conduct a critical analysis of information related to change and suggest improvements so that responsible effective management is carried out.**

* **(800 words) -** Complete an analysis of the stakeholders in the case study, **focusing on their attitudes and power.**
* **(1,100 words)** - **Critically analyse** resistances you identified in the case study and provide recommendations for addressing them.
* **(800 words) -** Prepare a communication plan for one aspect of the case study, using the following communication plan table as a template.

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| **Stakeholder Groups** | **Interests** | **Communication objectives** | **Channels and Activities** | **Stakeholder Owner** | **Timing and/or Frequency** |
| *Identify the stakeholders who need to know about the activity.* | *Background and potential reaction(s).* | *Specify the key messages to be communicated.* | *How will these messages be communicated?* | *Who is responsible?* | *When will the communication happen? How often?* |
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**Use APA 7TH EDITION referencing style**