

## FAQ cheat sheet

Any disruptive change is bound to generate questions at all levels of the organization. If you're not prepared to respond to physicians' concerns and questions, you run the risk of losing credibility and spreading misinformation.

Follow these steps to help you clearly communicate the information you do know about an upcoming change and respond effectively when you're caught off guard.

### 1

#### Brainstorm a list of FAQs specific to your change

Take a few minutes to brainstorm a list of questions physicians might have about the change you're leading. This list will serve as your personalized FAQ cheat sheet.

Use our list of common change-related questions below to make sure there aren't any key questions you may have missed.

#### Common change-related questions

- |                                |   |
|--------------------------------|---|
| "Why?" questions               | <ul style="list-style-type: none"><li>• Why is it necessary that we change?</li><li>• Why is the change happening <i>now</i>?</li></ul>   |
| "When?" questions              | <ul style="list-style-type: none"><li>• What is the timeline for this change?</li><li>• When can we expect additional information regarding the next phase (if applicable)?</li></ul>   |
| "Will _____ change" questions? | <ul style="list-style-type: none"><li>• Will organizational infrastructure change (new facilities, technology, equipment, etc.)?</li><li>• Will staff or services be relocated?</li><li>• Will new reporting structures be introduced?</li><li>• Will new processes be needed?</li><li>• Will union relationships be impacted?</li><li>• Will we see positive outcomes as a result of this change?</li><li>• Any additional questions specific to your change</li></ul> |

### 2

#### Make sure you know the answers to the questions on your shortlist

Once you have your list of questions, take a few minutes to go through and briefly answer each of them. Flag any questions that you have difficulty answering and ask for clarification if needed.

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### 3

## Prepare for questions you weren't expecting

It's important to prepare for situations where you're caught off guard by a question that you're not equipped to answer.

If you get a question you weren't expecting, include these 3 components in your answer:

- Thank your team member for posing a thoughtful question
- Acknowledge that you don't know the answer at this time—don't attempt to answer the question if you're not sure
- Set the expectation that you will seek out an answer and will follow up with them as soon as you have an answer

#### Sample scripting:

*"That's a great question, I'm glad you asked it. To be honest, I don't have a clear answer on that at the moment. Let me connect with [name of leader or team] on this and get back to you."*

If you're getting a high volume of questions, consider creating a simple document with a running list so you don't lose track of the questions you've received, and who you've followed up with. Once you find the answer to any unexpected questions, we recommend both following up with the individual who asked it as well as proactively sharing the response with the impacted group.