



SUSAN STRAUB

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- Change Management Communications Expert
- Respected Senior Advisor for 30 Years

Your Situation

- Mergers & acquisitions
- Organizational restructures
- Workforce reductions
- Leadership transitions
- Major IT or HR initiatives

Desired Outcomes

- Consistent & transparent messaging
- Build leadership credibility & trust
- Improve engagement & retention
- Minimize disruption & confusion
- Drive change management success

My Approach

- **Assess** situation & potential challenges
- **Develop** company-aligned strategy, messaging, & timelines
- **Implement** across multiple channels
- **Evaluate & Adjust** based on feedback

Deliverable Examples

- Strategy & messaging framework
- Executive & leadership talking points
- Employee FAQs & manager toolkits
- Town hall presentations & video scripts

Why Work With Me?

- **Deep Expertise** – 30 years in change management and internal communications
- **Proven Success** – Experience guiding companies through high-stakes transitions
- **Fractional Flexibility** – Strategic support without the commitment of a full-time hire
- **Results-Driven** – Focused on outcomes that support business and employee success

**Change happens: I create communications that turn chaos into clarity.
Let's talk today!**