



— THE CLAUDE SKILL

Change Communication Audit

Paste any draft change communication and get a structured audit across six dimensions: audience specificity, WIIFM clarity, shadow narrative exposure, action clarity, tone and emotional intelligence, and jargon risk. Traffic-light ratings, specific language flagged, and actionable recommendations, in minutes.

01

Know exactly where your message is strong.
Know exactly where it's exposed.

02

Checks whether language reflects how specific audience thinks, works, and worries.

03

Flags any communication with no specific behavioral ask, date, channel, or named person.

04

Outputs (.pptx, and .docx) unbranded for easy import into your branded templates.

05

Checks whether organizational language is translated into personal impact and if the tone is appropriate for the level of disruption.



Input from Change Manager into Change Communication Audit Skill

This scenario is completely fictitious, including company name & description

Team,

I know that whenever a major technology rollout is announced, it can cause apprehension. Many of us remember the disruptions and frustrations during the CRM migration three years ago, and I want to assure you from day one that leadership has taken those hard lessons to heart. Our priority this time is a smooth, transparent, and fully supported transition for everyone.

Today, I am officially announcing Project Catalyst. Over the next three years, The Mighty G will be completely migrating our legacy ERP environment to SAP S/4HANA. This digital transformation will ultimately synergize our cross-functional value streams and provide a single source of truth for our master data management.

As we look to the future, this modernization is strictly about our survival in an increasingly competitive global market. By standardizing our core processes, Project Catalyst will allow us to rationalize our workforce footprint, eliminate redundancies in our daily workflows, and help the business do much more with fewer resources.

For you, this new system will eventually mean fewer manual data entry. More importantly, it will give the executive steering committee real-time visibility into our global KPIs, drastically improving our margins and delivering better value to our shareholders.

Here is what you need to know right now:

No immediate action is required regarding the software today. Next week we will launch our communications, and engagement plans to ensure you are kept up to speed during our implementation. We have a lot of work ahead of us, but I am confident in our ability to execute this critical upgrade. Thank you for your continued dedication to our efforts.

Best regards,

Gretchen, CEO, The MightyG

The Change Communication Audit gives you an assessment of your draft communication across these dimensions

01 Audience Specificity

A message that speaks to everyone speaks to no one. The skill checks whether your language reflects how this audience thinks, works, and worries.

02 The “So What” Test (WIIFM)

Can the reader answer, “what does this mean for my day-to-day?” The skill checks whether corporate objectives have been translated into personal impact.

03 Shadow Narrative Exposure

The skill identifies the dominant fears your audience is carrying, by change type, and checks whether your message addresses them head-on or leaves a vacuum that rumor will fill.

04 Action Clarity

Does the reader know exactly what to do next? Not “stay tuned” or “more information to follow,” but a specific behavioral ask with a date, a channel, or a named person.

05 Tone & Emotional Intelligence

Does the language acknowledge the human experience of this change, or does it only cheerlead the future state? The skill checks whether your tone is appropriate for the level of disruption.

06 Jargon & Ambiguity Risk

The skill flags corporate jargon that triggers anxiety and language that different audiences will interpret through the lens of their worst fear..

If it opens with “Team” and never gets more specific, nobody thinks it’s about them.

1 Dimension 1, Audience Specificity

CRITICAL GAP

FINDING

The message opens with “Team” and never gets more specific. An ERP migration hits finance, procurement, supply chain, and warehouse staff very differently, yet nothing in the draft acknowledges any group’s role or workflow. A three-year program touching every core process deserves at least a signal that impacts will vary by function and that each group will hear what it means for them.

LANGUAGE FLAGGED IN THE DRAFT

- “Team”
- “for everyone”
- “our daily workflows”

WHAT WOULD MAKE THIS STRONGER

The announcement needs either a clear statement that impacts differ by function with a commitment to function-specific briefings, or companion versions for the most heavily affected groups.

Your people ask, “what does this mean for me?” This catches the draft that never answers.

2

Dimension 2, The “So What?” Test (WIIFM)

CRITICAL GAP

FINDING

The only personal benefit offered is that the system will eventually reduce manual data entry, and it is immediately upstaged with “More importantly,” followed by benefits for the executive steering committee, margins, and shareholders. That ranking tells employees exactly where they sit in the priority order. No one reading this learns what gets better, what stays the same, or what gets harder in their own day.

LANGUAGE FLAGGED IN THE DRAFT

- *“will eventually mean fewer manual data entry”*
- *“More importantly”*
- *“real-time visibility into our global KPIs”*
- *“better value to our shareholders”*

WHAT WOULD MAKE THIS STRONGER

The personal benefits need to be concrete, near the top, and not subordinated to shareholder and executive benefits. Name specific pain points the current system causes that the new one fixes.

Silence gets filled with fear. This shows you exactly where.

3 Dimension 3, Shadow Narrative Exposure

CRITICAL GAP

FINDING

This draft does not just leave the job security fear unaddressed; it creates it. The workforce language will be read as a layoff announcement. Naming the CRM migration and promising lessons learned, with no evidence of what is different this time, invites “they said that last time too.” The shadow story by lunchtime: Catalyst is a three-year headcount reduction program.

LANGUAGE FLAGGED IN THE DRAFT

- “rationalize our workforce footprint”
- “eliminate redundancies”
- “do much more with fewer resources”
- “leadership has taken those hard lessons to heart”

WHAT WOULD MAKE THIS STRONGER

Leadership has to decide what is true about workforce impact. If reductions are planned, that requires an honest, specific, HR- and legal-reviewed statement, not coded language. If they are not, the workforce phrases must go and be replaced with a specific, verifiable commitment. The CRM reference needs evidence of what is concretely different this time.



No ask, no date, no owner? Flagged before you hit send.

4 Dimension 4, Action Clarity

CRITICAL GAP

FINDING

The reader is left with one option: wait. There is no named contact, no channel for questions, and no Q&A date. Paired with the workforce language, that creates a full week in which the only place to process fear is the break room.

LANGUAGE FLAGGED IN THE DRAFT

- “No immediate action is required regarding the software today”
- “Next week we will launch our communications, and engagement plans”

WHAT WOULD MAKE THIS STRONGER

Needs a named point of contact, a specific channel for questions starting today, and a dated first engagement event rather than “next week.”

5

Dimension 5, Tone & Emotional Intelligence

NEEDS WORK

FINDING

The opening paragraph is genuinely strong: it names apprehension, owns the CRM pain, and says leadership has learned from it. That credibility is spent by paragraph three, where the tone shifts to survival and shareholder value. The promise of a transparent, fully supported transition reads as hollow once the reader reaches the workforce language.

LANGUAGE FLAGGED IN THE DRAFT

- *“strictly about our survival”*
- *“delivering better value to our shareholders”*
- *“smooth, transparent, and fully supported transition”*

WHAT WOULD MAKE THIS STRONGER

The empathy in the opening needs to carry through the whole message. The survival and shareholder framing should either be removed or reframed so employees see themselves in the rationale.

Change Communication Audit: What You Get

“Synergies” and “streamlining” read as “layoffs.” You’ll know before your audience does.

6

Dimension 6, Jargon & Ambiguity Risk

CRITICAL GAP

FINDING

Abstract terms dominate the middle of the message. “Redundancies” is the formal term for job terminations in Australia, the UK, and much of the Commonwealth, so readers there will read it literally. “No immediate action” raises the question of when action will be required. Three copy errors also undercut a CEO message.

LANGUAGE FLAGGED IN THE DRAFT

- *“synergize our cross-functional value streams”*
- *“single source of truth for our master data management”*
- *“digital transformation”, “legacy ERP environment”, “global KPIs”*
- *Copy errors: “fewer manual data entry” (less), stray comma in “communications, and engagement plans”, “The Mighty G” vs “The MightyG”*

WHAT WOULD MAKE THIS STRONGER

Every abstract term needs to be replaced with plain language describing what happens or cut. Fix the three copy errors before the message goes out.

Change Communication Audit: What You Get

Not just scores. Specific fixes, in priority order.

What Would Make This Stronger

Prioritized by severity. Critical gaps first, ordered by the risk each creates if the message goes out as-is.

1 Shadow Narrative Exposure

CRITICAL GAP

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2 Action Clarity

CRITICAL GAP

Needs a named point of contact, a specific channel for questions starting today, and a dated first engagement event rather than “next week.”

3 The “So What?” Test (WIIFM)

CRITICAL GAP

The personal benefits need to be concrete, near the top, and not subordinated to shareholder and executive benefits. Name specific pain points the current system causes that the new one fixes.

4 Jargon & Ambiguity Risk

CRITICAL GAP

Every abstract term needs to be replaced with plain language describing what happens or cut. Fix the three copy errors before the message goes out.

5 Audience Specificity

CRITICAL GAP

The announcement needs either a clear statement that impacts differ by function with a commitment to function-specific briefings, or companion versions for the most heavily affected groups.

6 Tone & Emotional Intelligence

NEEDS WORK

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14 Change Management Specialized AI Agents

AI Adoption Change Playbook

Manage the people side of AI adoption, the part a standard ERP rollout playbook was never built for.

Change Narrative Architect

Architect the announcement announcement that moves your workforce, not just informs it.

Resistance Playbook

Diagnose the resistance and get and get the exact conversation conversation to turn it around.

Stakeholder Landscape Mapper

Read where they stand. Detect what is not spoken. Drive engagement.

Adoption Barrier Predictor

Predict exactly what will block block adoption, by group, and and the tactics to clear it.

Change Impact Translator

Maps exactly what changes are for every job group; in language they will actually hear.

Town Hall Q&A Predictor

Walk into the town hall ready ready for the hardest question question in the room ... and the the ones that follow.

Multi-Channel Cascade Mapper

Turn one announcement into six channel-native messages that all say the same thing with no drift.

Stakeholder Pulse Interpreter

Reads what your people feel, not just what they wrote on the survey.

Benefits Realization Tracker

Sustain promised benefits post-go-live by tracing outcomes to departmental behaviors and surfacing unanchored goals.

Training Needs Assessment

Turn what's changing and who's impacted into the training plan a go-live actually needs.

The Change Champion Network

Anyone can name a few champions. This runs the whole network, kickoff to roll off with gamification.

Leadership Alignment Playbook

Build the coalition of leaders your change depends on and keep it healthy to the finish.

Change Communication Audit

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