COMMUNICATION PLAN

Your communication project/initiative here

Project Name Here

Business Unit(s)	Operations	Date Submitted	Nov 1, 2022
Project Sponsor		Project Start Date	Feb 1, 2023
Project Manager		Project End Date	Aug 31, 2023
System Admin			

Introduction: How to Use This Template

Unlike the Project – Communications Management Plan, this document is to be used when planning external communications for implementation of the initiative.

To use this template, simply modify or delete all information in grey text, and be sure to convert the remaining text to black before printing or sending. In addition to the fields and sections below, other tables and charts can be inserted to provide more specific information related to your project.

This template should be used as a living document to carry the project through from proof-of-concept to implementation.

COMMUNICATION INPUTS

AUDIENCES (Stakeholders)

Who are the groups, what is each groups role, what is the purpose of communicating with each group? Do you need to engage them at any point through the project or just at the end?

1. Execs
    a. Need to
2. Team Leads
    a. Need to
3. Team Members (in offices)
    a. Will need to
4. Coaches
    a. Understand

Identify Who and How the information is being communicated

Who is communicating to the various audiences and by what method:

Identifying your communicators helps in several ways. You can:
- Spread the communications burden
- Align communicators with proper audiences based on their type and amount of influence
- Increase the visibility of the project
- Cultivate trust in the project as audiences hear from communicators they are directly connected to
- Create early project deliverables champions that will act as role-models for others in the organization
- Ensure the project isn't just about you

Audience/ Group/ Person	Level of Influence	Level of Impact	Communicator	Objective	Medium(s)	Timing/ Frequency

Elicitation Techniques Employed

Communication is a two-way process (or should be for a successful project delivery). You may, depending on project type, decide to do a full Requirement Gathering and elicitation. If that is not needed, you can complete the below table for basic requirements gathering. The act of asking your stakeholders opinion on a topic, is still communicating the project/deliverables to them and can increase engagement.

Insert the table from the *Requirements Gathering Documentation Tool*, Identify Stakeholders tab. *If you completed a full Stakeholder analysis.

Stakeholder Group	Stakeholder	Level of Influence	Level of Impact	Elicitation Technique	Requirements Validated	Notes
Project Sponsor						
User Groups						
Architects						
Specialty Stakeholder						

FINALIZE COMMUNICATION

APPROVE PATH WITH EXECUTIVE SPONSOR

Make sure communication blocks convey the expected value of the initiative. Build out and pass by executive sponsor for approval. What is the core message for each audience that we need to ensure is conveyed? The Influence and Impact of each stakeholder should help to inform you of what you need to communicate to them.

What are you communicating?	Why are you communicating this?	Who does it impact?	When does it need to go out?
	1. 2. 3.		
	1. 2. 3.		
	1. 2. 3.		
	1. 2. 3.		
	1. 2. 3.		
	1. 2. 3.		

COMMUNICATION BLOCKS – CHANGE MANAGEMENT STYLE

Another way to map out all the key points you need to communicate to your audience(s) is to frame them in terms of the changes that may occur as part of the project. This method drives you towards key bullet points, that you can then map into a comm schedule. Ideally you are not trying to communicate every point, or every very important point, all on the same communication. Messaging should be clear train of thought, easy to read and understand.

		STATUS QUO	CHANGE	
POSITIVE	4	WHAT WILL BE STAYING THE SAME THAT WE CAN STILL COUNT ON? • Point one • Point two	WHAT THINGS WILL LOOK LIKE WHEN WE CHANGE? • Point one Point two	2
NEGATIVE	1	WHY DO WE THINK WE HAVE TO CHANGE? WHAT ARE THE CHALLENGES WITH THE OLD WAY? • Point one • Point two	WHAT STRUGGLES WILL WE GO THROUGH DURING CHANGE, HOW ARE WE ADDRESSING THEM? • Point one Point two	3

The numbers provide the sequence with which to build the paragraphs or key points into email/PowerPoint/infographic etc.

IDENTIFY KEY MOMENTS (COMMUNICATION SCHEDULE)

Map out milestones when key people need to be informed

Map each moment/milestone to its relevant audience. Map it in Visio for an external communication visual.

Communication Schedule						
When	Moment/ Comm. Type	Audience	Message Objective	Communicator	Medium	Draft ID
Oct 4th	Coaches Meeting	FBC's	Change to	COO, Director Ops	Email	1.0
					In Person elicitation	1.1
						2.0
						2.1

COMMUNICATION DRAFTS

Based on the above schedule, start drafting the actual communications. For emails, this can be where you make your drafts. For meetings or presentations, this can be where you plan your agenda based on how/what you want your stakeholders to think/feel/do. The email framework for the questions has been inserted. To send the emails -please use the proper email templates and headers.

Draft ID:

Email Subject:

Header:

Draft:

WHAT is changing?

Type content here

WHY is this change important?

Type content here

WHO is impacted?

Type content here

 WHERE will this impact my business the most?

Type content here

HOW will this impact my ability to be the best I can be?

Type content here

WHEN will this be effective?

Type content here

What ACTION is required?

Type content here

What CONDITIONS are there for participation in this program?

Type content here

WHO do I contact with QUESTIONS or FOR MORE INFORMATION?

_____

_____ Draft ID:

Email Subject:

Header:

Draft:

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