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Remove italicized content in your comms plan. Included for reference only.

Purpose

What expected or unexpected events warrant the need to communicate?
 Think “Head, Heart, and Hands.” When everyone has been communicated with, what do you want people to walk away thinking, feeling, saying, doing? What message(s) cannot be missed?



Overall Plan

Date	Deliverable	Path	Owner	Purpose / Notes
When will this line item be communicated?	Clear name for the line item	How will this be delivered - slack, I:l, email, doc, etc?	Who is responsible for this task?	Description and intent of the comms plan line item.
5/19/2022	Draft Comms Template	Google Doc	Kara U.	Build out a draft doc to use for planning comms for others to respond to.



Purposeful People-Specific Plan(s)

Start with the end in mind.

- What do you want to have happen as a result of this communication?
 - Do you want the person/people to take action, or is this an “information only” situation?
- What do you want people to say?
- How do you want people to feel?

Help your people answer questions such as:

- What will change for me?
- Why are we doing this?
- How does this fit with our overall mission?
- What are open questions we don't have answers to? How will we answer them?

What paths & channels will help you best deliver your intended message?

- People respond differently to your choice of media, especially considering the context of the communication and the outcomes you are trying to achieve. See the world through your audiences' eyes and envision the paths (channels) which will communicate your messages most effectively.

Follow-Through:

- How will receipt and comprehension of the information be verified?

Plan For: *People Group and/or Person 1 (ex: Managers in your department)*

Communicator:

Path:

Plan (timing):

Draft:

Follow-Through:

Plan For: *People Group and/or Person 2 (ex: All Company)*

Communicator:

Path:

Plan (timing):

Draft:

Follow-Through:



Plan For: *People Group and/or Person 3 (ex: Person XYZ)*

Communicator:

Path:

Plan (timing):

Draft:

Follow-Through:

Plan For: *People Group and/or Person 4*

Communicator:

Path:

Plan (timing):

Draft:

Follow-Through:

Delete OR Copy + Paste the "Plan For: #" Table for each person and/or group of people.



FAQs

Inconsistent and mixed messages are the root of many a communication plan failure. The key to developing an effective FAQ document is to brainstorm the tough, “nitty-gritty” questions a manager or employee would ask, and then create a straightforward answer for each question. Some things to consider:

- Never assume any aspect of the change will be obvious to people – it won’t. Cover everything, no matter how obvious it may seem to you.
- Be as honest as possible – Trust is essential to get and keep people onboard through the change journey.
- Don’t avoid difficult issues – people know if you’re avoiding the elephant in the room. Better to be prepared and address the issue head-on.
- Acknowledge what you do not know – open, transparent questions.

We do not recommend sharing the entire FAQ list with employees directly. A curated, well-aligned FAQ could be included in one of the comms approaches above.

1. Question:
 - 1.1. Talking Point:
 - 1.2. Talking Point:
2.
 - 2.1.
 - 2.2.
3.
 - 3.1.
 - 3.2.
4.
 - 4.1.
 - 4.2.