

Communication Plan

Stage	Target	Purpose	Content	Medium	When?	Who?	How?	Follow up
Prepare	Specify who it is aimed at	Objectives – e.g., to increase awareness of the project	Main messages to convey	Identify what media will be used & use mix of (oral, visual, written)	When to deliver the communication (e.g., specific date/stage of change process/frequency)	Who is responsible for this communication?	How will they develop this communication?	Establish process for evaluating the effectiveness of communications, and following up/responding to feedback
Assess		e.g., to provide feedback about survey results						
Vision & Action Planning		e.g., to inform employees about future vision and planned actions						
Implement		e.g., inform employees about progress of project						
Evaluate		e.g., to provide feedback from the evaluation survey						