COMMUNICATIONS PLAN TEMPLATE

What Is this?

The communication plan is one place to plan out change communications. Vehicles can include staff meetings, at events, at status meetings in emails, in person, via signage, or other visible signs, etc.

How Do I Use It?

There are generally two sources of communications for your change project. first your project itself may require release of communications (e.g. holding a meeting to share your project with stakeholders, or an email announcing a new policy), second, communications are a key way to influence stakeholders, and so completing your stakeholder analysis should generate lots of opportunities to communicate. For example, you may need to plan a one-on-one meeting with a key stakeholder. This plan can also be reviewed and approved by your Board so you know what kind of communication is going to whom.

Audience	Messenger	Messages and Key Points	Vehicle	Approval Date	Distribution Dates	Status