**Communication Strategy Template**

**Company Mission/Vision/Strategy/Purpose: (why do we exist?)**

**2020 Company/Business Unit/Dept Priorities: (by quarter/year/monthly)**

**Priority 1:**

**Priority 2:**

**Priority 3:**

**Company Values: (behavioral agreements)**

**Diversity, Inclusion, and Belonging Vision: (for employees to be seen, heard & valued)**

**Employee Engagement Actions: (from survey results, etc) - company level and BU level**

**Communication Objectives: 3-4 max, linked to business and engagement goals**

**Strategies: mapped to objectives, the approach to the goal**

**Identify dependencies (key stakeholders), audiences, what your organization wants from each key stakeholder group, what these stakeholder groups want from you**

**Staffing, budget, financing needs:**

**Measurement & continuous improvement plan:**

**Key Messages - specify by audience, consider change curve & sustainability**

1. What does the team need to focus on to achieve objectives?
2. What needs to change?
3. What needs to remain constant?

**Communication Strategy Framework**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audience** | **Channel(s)** | **Frequency** | **Purpose** | **Owner** |
| Exec team |  |  |  |  |
| People managers |  |  |  |  |
| Specific BU |  |  |  |  |
| All employees |  |  |  |  |

**Communications Plan Ingredients** - Plans support specific programs, changes, actions and must abide by and align with the strategy

* Summarize the Situation (Situation Analysis)
* Determine Your Desired Outcome
(Objectives, SMART goals)
	+ What do we want employees to…
		- KNOW
		- FEEL
		- DO
* Define Your Audience(s)
* Develop Your Messages
* Identify how your plan supports a broader effort (strategy)
* What Channels and Tactics You’ll Use
* Measure Your Progress (hard and soft measurement)
* Assign owners
* Include areas where people can leave notes or updates on progress, access online
* Deadlines (drafts, final, release)

Example:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Week Of | Dates | Objective | Specific Message/Topic | Forum Type | Channel  | Medium of Message  | Deliverer | Deliverer Prep Time Required (hrs) | For Audience | Creator  | Creator Prep Time Required (hrs) | Status | Comments | Links to Materials |

Include in change messaging:

* **What** - What’s the decision? What does it mean? What should I know? What’s in it for me?
* **Why** - Why is it the right decision? Why now? Why is it important?
* **Where** - Where is this decision coming from? Where/what locations will it affect? Where can I get more information?
* **When** - When is this happening?
* **How** - How was the decision made? How will it be implemented? How will communications flow internally and externally? How does it impact me?
* **Who** - Who made the decision? Who’s in charge? Who does it impact?

**The Four Pillars of Integrity - be prepared for just about anything**

* **Impeccable Agreements**
* **Authentic Speaking & Resonant Listening**
* **Emotional Literacy**
* **Healthy Response-ibility**

**Source: Hendricks Institute**