**Privileged and Confidential**

**<Change Project Name>**

|  |
| --- |
| **Situation** |

Who (impacted), what, when, where, why, how

|  |
| --- |
| **From/To** |

|  |  |
| --- | --- |
| From | To |
|  |  |

|  |
| --- |
| **Communications Strategy** |

* Phase 1:
* Phase 2:
* Phase 3:
* Long term:

|  |
| --- |
| **Core Communications & Feedback Assets** |

|  |  |
| --- | --- |
| **External** | **Internal** |
|  |  |

|  |
| --- |
| **What we want employees to...** |

* Know:
* Feel:
* Do:

|  |
| --- |
| **Key Messages (no more than 5)** |

* insert

|  |
| --- |
| **Communications Timeline** |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Date (in timezone)** | **Time (with timezone)** | **Message** | **Channel** | **Owner** | |  |  |  |  |  | |  |  |

|  |
| --- |
| **Measurement** |

* Quantitative goals:
* Qualitative goals:

|  |
| --- |
| **Crisis Plan** |

|  |
| --- |
| **Q&A** |

Q&A posted @<link> when live

**External – General**

**Q:**

**A:**

**External – Financial**

**Q:**

**A:**

**Internal**

**Q:**

**A:**

**Customers:**

**Q:**

**A:**

**Rude Q&A:**

**Q:**

**A:**

|  |
| --- |
| **Email from <exec> to @Everyone** |

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|  |
| --- |
| **Email from BU exec** |

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| --- |
| **Blog Post** |

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| --- |
| **Social Media Posts** |

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