# Communication Plan Description

The communication plan outlines the communications the project team will send throughout the change project. This template permits you to plan and track the communications' details, including the audience, message, medium, sender, timing, and frequency.

# Tips

* Outline the messages that need to be sent on behalf of the change project.
* Determine the audience for each of the messages.
* Determine who will send the message, keeping in mind the target audience and the relation the sender has to that audience.
* Determine the timing and frequency of the message.
* Review existing communications to determine any current communications vehicles (or events) you can leverage. This permits stakeholders to receive communications using familiar channels. It also reduces the number of communications.

# Instructions

1. Begin with the Milestones tab.
   1. If you developed a similar view in the Change Management plan, copy that tab to use a starting point.
   2. If not, update the weeks beginning in the first row and highlight the column for the go-live week.
   3. Next, add project and workstream milestones as illustrated in rows 4 and 5.
   4. Add specific activities in rows 6 and 7 (add more rows as needed) that may need communications support.
2. Continue with the Communication Plan tab
   1. Add rows for each communication event.
   2. Use the Category column to identify project/program wide communications vs. workstream (track) specific messages.
   3. List the audiences you identified in the Stakeholder Analysis.
   4. Specify the due date the message needs to be sent.
      1. Columns F, G, and H calculate automatically based on the due date you specify
      2. As you add rows, please make sure you copy the formulas in these columns
   5. Add the specific communication in Column I, as well as the key points of the message in column K
   6. Add additional details per communication, including:
      1. Channel
      2. Need for translation
      3. ADKAR goal
      4. Frequency
      5. Developer, Reviewers, and Sender of the message
   7. We also recommend you track when the message was sent if it is different than the due date you specified in Column E
   8. Use Column S to track "unplanned" (adhoc) messages so you can adjust your planning for subsequent phases of your project
3. Additional Tabs
   1. We recommend you include helpful information such as key dates that might impact your communications. For example, the system calendar tab shows specific dates that might impact an SAP implementation
   2. Depending on the complexity of your review process, you may also want to outline the review steps to be clear on the responsibility for creating, reviewing, and sending communications by the audience

# Suggestions

* Review the planned communications to ensure your message is delivered at the most appropriate time.
* Remember that communication is two-way.
  + Make sure the communication plan includes ongoing opportunities to solicit feedback and involvement from the stakeholders.
  + Change can be stressful. You can reduce resistance to change by allowing people to be heard and participate in the process.