

Strategic and Communications Plan Template

STEP 1: Summarize the situation	<Insert>
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STEP 2: Determine your desired outcome (reference the SMART Objectives Template)	Organizational Outcomes (the business need)	Communication Outcomes / Objectives
	<Insert>	<Insert>
	<Insert>	<Insert>
	<Insert>	<Insert>

STEP 3: Define your audience	Audience	Mindset	What I want them to <u>Think</u>	<u>Feel</u>	And <u>Do</u> as a result of the communication
	<Insert>	<Insert>	<Insert>	<Insert>	<Insert>
	<Insert>	<Insert>	<Insert>	<Insert>	<Insert>
	<Insert>	<Insert>	<Insert>	<Insert>	<Insert>

STEP 4: Develop your messages (refer back to 5 Ws and an H)	Messages	Supporting Information/Data/Proof Points/Anecdotes
	<Insert>	<Insert>
	<Insert>	<Insert>
	<Insert>	<Insert>

STEP 5: Decide what channels and tactics you'll use	Channels	Timing	Who Coordinates?	Notes
	Team huddle	Daily	<Insert>	<Insert>
	Intranet message	Bi-monthly	<Insert>	<Insert>
	Town hall meetings	Quarterly	<Insert>	<Insert>
	Walking the halls	Weekly	<Insert>	<Insert>

STEP 6: Measure your progress (list how you will <u>behaviorally</u> measure success)	Measurement	Outcomes
	Employee engagement scores	<Insert>
	Employee feedback from <INSERT HERE> event	<Insert>
	Other (specify):	<Insert>

STEP 7: Populate your communications calendar / timeline (so you can see what communications hit and when)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Employee survey												
Town hall meetings												
Birthday/anniversary recognition												
Team lunches or breakfast												
Team huddles												
Bulletin boards/posters/other signage												
Other:												



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Who?

What?

When?

Where?

Why?

How?

Who is the principally responsible manager?

Who is the “reminder” manager?

Social Media Calendar?

Podcast?

Blog?

NOTES: