**Map what you need (and what you don’t) for long-term success.**

**Do a complete inventory to start to build a hypothesis about your Communication Plan 2.0.** Do this on your own and engage your team and key stakeholders – such as employees, super users, business partners, leadership and key decision makers – in the process.

**The inventory will help you uncover truths about:**

* The strength of systems, approaches and infrastructure in place and ability to adapt
* How to deliver communications to reach employees
* How communications are received
* How well you know your audiences and their information needs and perceptions
* How ready people leaders are to communicate in times of change
* Whether communications on certain topics are critical or not
* Perceptions of stakeholders who you need as champions or for funding
* And so many other things to help guide sound decision making

**Take a start/stop/continue and needs approach as you reflect on communications:**

|  |  |  |
| --- | --- | --- |
|  | **Your Inventory** | **Your Rationale**  |
| **What you started doing** |  |  |
| **What you stopped doing** |  |  |
| **What you want to keep** |  |  |
| **What you lost** |  |  |
| **What you need to add** |  |  |
| **How you prioritized your efforts** |  |  |
| **What you needed that you didn’t have in place** |  |  |
| Other <Insert> |  |  |
| Other <Insert> |  |  |



**Next, think about and plot any other data you have or need that is critical to back up your thinking:**

|  |  |  |
| --- | --- | --- |
|  | **Your Inventory** | **Your Rationale**  |
| **PROCESSES** – where there are bottlenecks in workstreams and/or operations |  |  |
| **PROGRAMS** – what other initiatives are needed to help you reach your goals |  |  |
| **INFRASTRUCTURE** – what tools or systems are needed for multichannel analytics, deep targeting, and other approaches necessary for sustaining and efficient communications |  |  |
| **PERSONNEL** – if you have the right personnel to support the press of business |  |  |
| Other <Insert> |  |  |
| Other <Insert> |  |  |

**Last, test the hypothesis with data.** Move away from personal preferences and probe on what worked. For example, if someone expresses a preference for a certain type of communication, challenge whether it fits into the needs of the company going forward. People will often add requests, but this is the opportunity to apply rigor, challenge the request, and see if it drives the company forward.

Look beyond communications data and get to the heart of your organization’s business metrics that matter. For many organizations that could mean behaviors that employees need to change or adopt, customer and customer support metrics, business metrics/KPIs, and the like.

