|  |  |
| --- | --- |
| **STEP 1:** Summarize the situation | <Insert> |

|  |  |  |
| --- | --- | --- |
| **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 Think** | **Feel** | **And Do 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 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:** |  |  |  |  |  |  |  |  |  |  |  |  |