

TOOL DESCRIPTION

Communication Plan Outline



A Communication Plan Outline defines what information should be communicated to whom, when and in what kind of format.

The aim of using the Communication Plan Outline tool is to shift all relevant stakeholders from a thinking mode into an acting mode regarding communication. In addition to the other preceding steps (e.g., Stakeholder Portfolio and Change Story (see Tool descriptions), this implies the use of a planning tool to further define communication steps.




A Communication Plan defines what information should be communicated, who should be the target group, what mode should be used (unidirectional, bidirectional, involvement of receivers) when communication should happen and how/where (e.g., email, social media, postal mail) communication will be shared.

A Communication Plan is a key to developing effective and consistent means of communicating while carrying out a change initiative. It ensures the engagement of all stakeholders, who have been identified.





Since the Outline only helps to visualize the content that needs to be further developed in several workshops, the next page gives an overview of what should be addressed in a communication plan and what to keep in mind in the preparation and follow-up stages.

Duration several workshops	Participants core project team, ideally not more than 6 people	Facilitation template
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Communication Plan Outline | Process

Preparation 	Planning 	Follow-up 
<p>Before a communication plan can be formulated, you must define who should be addressed and how often/intensively. To do so, we advise preparing by using the Stakeholder Portfolio Tool (see Tool Description). This tool enables you to categorize stakeholders based on their level of influence as well as their interest/involvement. In addition, we also recommend first creating a credible, comprehensive and consistent story about the change initiative. This can be done by using the Change Story Tool (see Tool Description).</p>	<p>To formulate a communication plan, the following five aspects must be covered:</p> <ol style="list-style-type: none">1. Who? – Target group: Define the important stakeholders that should be addressed.2. What? – Content and message: Craft a clear and concise message that aligns with the project's objectives. The content must be tailored to meet the specific needs and match the interests of each stakeholder group.3. How? – Formats: Define appropriate communication channels based on target group and content. It is crucial to consider a variety of channels such meetings, workshops, newsletters, intranet, social media, etc.4. When? – Timing: For each group, develop a timeline. When and how often updates should be provided to keep stakeholders informed without overwhelming them should be taken into careful consideration.	<p>Regular assessments of the effectiveness of a Communication Plan are advisable. These can be done by gathering feedback from stakeholders and adjusting the plan accordingly. Hereby, it is crucial to be flexible and prepared to update the Communication Plan as the project progresses or as new information becomes available. You must ensure that the plan remains aligned with the evolving needs of the project.</p>

Communication Plan Outline | **Template**

Content and message 	Target group 	I C M*	Formats 	Timing 

***I** = unidirectional information | **C** = bidirectional communication | **M** = mobilization by involvement