

Communications Strategy Template

Share this with the governance team. In consultation with your talent development team and stakeholders, the governance team can use this template to determine the best ways to communicate about the change initiative: to whom, via what means, and how frequently.

Stakeholders

Who are the individuals, customers, teams, or entities involved in the change?

What does each need to know?

Within a stakeholder group, are some individuals remote and others on-site? How does this change what they need to know?

Messaging

What is the communication goal?

What tools are needed?



Communications Strategy Template (Cont.)

Is follow-up messaging necessary?

Who will deliver the message, such as the executive sponsor or change agent?

What is the right tone for the communication, such as hopeful or practical?

Notes
