

# WILY MANAGER

*Just-in-Time  
Management Advice*

## How to Build a Communication Plan

You should never hesitate to initiate a communication plan even if you are a lower-level manager. Think about it - if your organization is undergoing a significant change but has not communicated it well, you can still create a communication plan for your direct reports so that they have a better idea of what is going on.

The techniques of effective communication are not difficult, but require **discipline** to execute. A written communication plan will assist in establishing and maintaining the required discipline. In some cases, a communications plan can be written on one sheet of paper. In other circumstances, the plan may be significantly longer.

This topic bundle is intended to assist managers when they have a **specific event or decision** to communicate. Ongoing communication between organizations and employees is better covered in the topic bundle [Communicating for Results](#).



*This is one of a series of free management cheat sheets available from [www.wilymanager.com](http://www.wilymanager.com)*

6. **Targeting** – How will you most effectively reach each stakeholder?
7. **Media** – What is the most effective method of communication for each stakeholder?
8. **Budget** – What budgetary and other resources will be required to effectively roll out the message?
9. **Assessment** – How will you know if the

communications plan has been successful?

### Tips for an Effective Communication Plan

- Consider an effective communication campaign to be very **similar to a marketing initiative**.
- Use **electronic media** such as email and website. These are usually inexpensive, and can be highly effective
- Always target your audience properly, and remember that **the same message can be communicated differently** to different target groups
- Only ask people for their opinions or feedback if you are prepared to **consider their input**
- Prepare an '**elevator speech**' for what you are communicating. Be prepared to condense your message into small, easy to understand segments
- When soliciting feedback or two-way communication, ensure there is media available to support this. It is not enough to say, "We'd like to hear from you"; there must be **infrastructure in place** to gather opinions
- **Be very clear** on exactly what action, or change in behaviors the communication is intended to address

### Elements of a Good Communication Plan

1. **Guiding Principles** – What are the parameters under which this communication will take place?
2. **Context** - What events or conditions staged the necessity for this communication? What definitions and terms of reference are there?
3. **Purpose or Objectives** – What is the communication intended to achieve?
4. **Risk Analysis** – What could go wrong with this communication? What happens if you don't do it?
5. **Stakeholders Analysis** – Who are all concerned

## Get the Complete Topic Bundle

At Wily Manager, we offer easy-to-understand management tools and advice that you can put to work right away.

Get the complete '**How to Build a Communication Plan**' topic bundle at [www.wilymanager.com](http://www.wilymanager.com)

## Related Topic Bundles

[Change Management](#)

[Giving and Receiving Feedback](#)

[Communicating for Results](#)

[Improve Your Public Speaking and Presentation Skills](#)

## Wily Manager Picks

[Communication Planning: An Integrated Approach](#)

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