

## Communication Plan Template

Communication Plan				
<b>Guiding Principles</b>				
<ul style="list-style-type: none"> <li>• X</li> <li>• X</li> <li>• x</li> </ul>				
<b>Context</b>				
Definitions and terms of reference				
Briefly describe what events have occurred to get the organization to here.				
<b>Purpose or Objectives</b>				
Why are you communicating this				
What business outcomes does this connect to?				
What do you want people to know or do differently?				
<b>Risk Analysis</b>				
What happens if you don't communicate this				
What are potential downsides of communicating this				
What could make this communication fail?				
<b>Stakeholder Analysis</b>				
Stakeholder <ul style="list-style-type: none"> <li>• x</li> <li>• x</li> <li>• x</li> <li>• x</li> </ul>	Relative Importance <ul style="list-style-type: none"> <li>• x</li> <li>• x</li> <li>• x</li> <li>• x</li> </ul>			
<b>Communication Process</b>				
Description or Action	Target Audience	Media to be used	Timing or Frequency	Budget or Resources

<b>Assessment</b>				
Key Success Factors for this Communication:				
<ul style="list-style-type: none"> <li>• X</li> <li>• X</li> <li>• x</li> </ul>				
Leading Indicators		Lagging Indicators		
<ul style="list-style-type: none"> <li>• X</li> <li>• X</li> <li>• x</li> </ul>		<ul style="list-style-type: none"> <li>• X</li> <li>• X</li> <li>• x</li> </ul>		