

# Preparing a communication plan

Effective communication always depends on effective communication planning. So if you've not prepared a communication plan before, why not use these five simple steps to build one.

## Step 1: define or segment your audience

- Decide how you want to define your audience. You can use demographic criteria such as job role, location or business function or attitudinal criteria such as anticipated impact or depth of concern;
- Understand the communication needs of each audience. If you don't know, find out;
- Make sure you cover all audiences impacted by the proposed communication.

## Step 2: set your objective

- Decide on what you want each audience to know or do differently. This might be around understanding the message, having a positive attitude towards it or prompting specific behaviours or actions;
- Set specific targets around this (eg. 90% of all managers to be aware of the warehouse move and the rationale for it inside one month)
- Make sure you have a clear objective for each defined audience

## Step 3: clarify your message

- Take your high level message (eg warehouse move) and break into a number of more specific messages
- Place the message into a wider context so the links to other plans and activity are clear
- Liaise with all content owners so all stakeholders are clear about the message

## Step 4: plan your media

- Decide which existing channels you will use for the proposed communication
- Identify and develop any particular media you may need to support your campaign (eg. posters, workshops, deskdrop material)
- Make sure you match your media to your message. If your message is likely to induce concern, make sure there is plenty of face to face communication in your plan

## Step 5: measure your success

- Use your objective to establish specific measurement criteria (eg. percentage who understand, are in agreement or have adopted the required action)
- Agree how and when you will measure
- Use the output to plan your next steps and future communication



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