# Creating a communications plan

## For projects where you do not have the support of a Communications Business Partner but are responsible for communicating, this simple plan template will enable you to think through the options available to you to ensure communicating your change is a success.

Before you start to create a communications plan, use the Employee Communications and Engagement Briefing Template as a guide to thinking through what you want to achieve.

Answer the questions in the same way that you would if you were preparing for a conversation with the Comms and Engagement team, but then use it as a guide for your own communications plan.

There will be four key things you will need to determine as a result of asking yourself these questions:

* What are your key messages?
* Who are your key audiences?
* What is the timing for your change and what and who do you need to prepare?
* What channels are available to you and how will you use them?

## Key messages

* These need to be simple to be effective
* Ensure they reinforce positive beliefs, counter negative beliefs and enhance people’s understanding of the change
* Express each message in terms of a theme, a summary statement and supporting evidence, such as facts and statistics

## Key audiences

* Think about who you brief in advance to support you in delivering the change messages
* Use the Stakeholder mapping tool to make sure you don’t accidentally forget anyone who might be impacted

## Timing and preparation

* Do your communications need to be approved by any stakeholders? (HR/ER/Legal/Leadership) Will this take a lot of time?
* Have you set aside enough time to prepare in advance both for briefing and for ensuring you have thought through all of the relevant aspects of your project that people will ask you about? Are you ready for the change?
* Have you thought through how your team might react and what the burning questions might be?

## Channels to use

These are some of the options for communications channels you can use that do not necessarily require the support of someone from the Employee Communications and Engagement team.

* Team meeting
* Manager cascade
* Emails
* Newsletters
* Conference calls