

COMMUNICATION PLAN | EXAMPLE

Initiative	Who do we communicate with?	What do we communicate about?	How do we communicate?	What effect do we want and how is it measured?	When and how often do we communicate?	Who is responsible for the communication?
	Stakeholders (preferably person level)	For example, the vision The burning platform Effective communication is eg: Simple and understandable Use pictures, analogies and examples Use many channels and forums Repeat again and again Even being a role model Explain disagreements, refute criticism	Choice of media E.g kick-off meeting Personal letter Personal dialogue Status meeting Telephone Newsletter Intranet Info meeting Workshop Lecture Seminar Brochure Video Staff magazine Posters Press release	Incl. how will we measure the effect of the communication?		

Translated from "Forandringsledelse og forandringskommunikation", Kousholt, Bjarne, 2014