

Effective communication is one of the most critical factors in successful implementation. Every company needs a communication plan to accompany their strategy. The communication plan does three things:

- 1) by communicating the plan, people are committing to it
- 2) it ensures accountability for communicating the plan and
- 3) since many people are likely to be involved in that communication, it ensures that there are clear expectations and consistency in the message.

A communication plan defines:

- **What audiences need to receive information?** Think broadly—not just the board and employees but potentially vendors, customers and other key stakeholders
- **What they need to know.** Not all audiences need to know all elements of the plan but they definitely need to know what is expected of them, how it will be different, why it is important and the consequences to them or the company if it doesn't change
- **When the communication will occur and what form it will take,** such as a meeting, a memo, a t-shirt with the new slogan, etc.
- **Who is accountable** for making it happen.

Example: **Communication Plan**

<i>Audienc</i>	<i>Message</i>	<i>Who</i>	<i>How</i>	<i>When</i>
Board	<ul style="list-style-type: none"> • <i>Strategic Vision (TBD)</i> • <i>\$ Sales and Resources</i> • <i>Objectives and Plans</i> • <i>Measures</i> • <i>Focus on New Products</i> 	John	Board Meeting	September
Board	Strategic Plan Update: Numbers & New Products	Jim	Board Meeting	Quarterly
Dept. Heads	<ul style="list-style-type: none"> • <i>Strategic Vision</i> • <i>Objectives</i> • <i>Updated Competitive Maps</i> • <i>Revisions to Value Propositions</i> • <i>Revised SWOT</i> • <i>Measures Update</i> • <i>What they need to do to support the plan</i> • <i>Q&A (a FAQ will be developed from the Q&A which can be used for other meetings and communication)</i> 	Ann	Special Meeting (2 sessions?)	May
Dept. Heads	Strategic Plan Update	Sue	Special Meeting	Fall (if needed)