WM1 — KWM1 TASK 2

**IT STRATEGIC SOLUTIONS — MMT2**

**PRFA — KWM1**

TASK OVERVIEWSUBMISSIONSEVALUATION REPORT

COMPETENCIES

**321.1.8** : **Communication Plans**

The graduate develops communication plans that effectively convey business justification for technology initiatives.

INTRODUCTION

Read the attached “AEnergy Company Case Study” before completing this task.

SCENARIO

AEnergy Company has current operations in Fresno, California, and Chicago, Illinois. You were asked by the chief technology officer (CTO) to complete a SWOT analysis of the current IT infrastructure and to suggest a technology upgrade project to resolve a major deficiency while also supporting the identified strengths the current system offers.

The CTO has approved the concept for the proposed upgrade, and your responsibility is now to create a plan to communicate with the various stakeholders (internal and external) and how it will impact their success in achieving their part of the corporate mission.

REQUIREMENTS

*Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The originality report that is provided when you submit your task can be used as a guide.*

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.*

A.  Create a communication plan that introduces a technology initiative to the stakeholders (i.e., Diffusion of Innovation Plan).

*Note: If you completed the technology upgrade in Task 1, you may adapt it for use in this task.*

1.  Justify how your communication plan effectively conveys the reasons for this initiative.

2.  Justify why components of the plan are necessary based on the needs of **three** internal stakeholders.

3.  Justify why components of the plan are necessary based on the needs of **one**external stakeholder.

B.  Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.

C.  Demonstrate professional communication in the content and presentation of your submission.

**File Restrictions**

File name may contain only letters, numbers, spaces, and these symbols: ! - \_ . \* ' ( )  
File size limit: 200 MB  
File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

RUBRIC

**COMPETENT**

**The candidate provides a communication plan, with sufficient detail, to introduce a technology initiative to the interested stakeholders.**

**COMPETENT**

**The candidate provides a logical justification, with sufficient support, of how the communication plan effectively conveys the reasons for this initiative.**

**COMPETENT**

**The candidate provides a logical justification, with sufficient support, of why components of the plan are necessary based on the needs of 3 internal stakeholders.**

**COMPETENT**

**The candidate provides a logical justification, with sufficient support, of why components of the plan are necessary based on the needs of 1 external stakeholder.**

**COMPETENT**

**The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.**

**COMPETENT**

**Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.**

# Diffusion of Innovations: Change Management Overview ,

<https://help.cascade.app/en/articles/5407722-diffusion-of-innovations-change-management-overview>

**Reginald L. Bell and Jeanette S. Martin, “Managerial Communication”,** Copyright © Business

Expert Press, LLC, 2014.

Why Communication Is So Important for Leaders

https<://www.ccl.org/articles/leading-effectivelarticles/communication-1-ide>a-3-facts-5-tips/

KWM1 – KWM1 Task 1 Paper, Joette Damo