

Communications Deployment Planner

WHY USE THIS TOOL:

Plan the change to create the change! Use this tool to hone in on when to communicate with your managers and employees.

HOW TO USE THIS TOOL:

Allot 90 minutes. Gather project team members (and/or those most knowledgeable about the upcoming change) in person or via telephone. Collaborate to complete the document to the best of your knowledge / ability.

Comms Deployment: Roll-Out Plan

	[INSERT DATES]	[INSERT DATES]	[INSERT DATES]	[INSERT DATES]
PREP	<ul style="list-style-type: none"> • Complete Change Readiness Tools • Review Resistance Buster Tools 			
ANNOUNCE		<ul style="list-style-type: none"> • Leader Kickoff • Recruit Change Agents / Change Agent Kickoff • Employee Kickoff • External Audience Alerts 		
TRAIN			<ul style="list-style-type: none"> • Testing Alerts • Training Invitations • Training Facilitation / Events 	
SUSTAIN				<ul style="list-style-type: none"> • Countdown Messaging • Go Live Congrats • Reward & Recognition • Ongoing Support Messaging

Prep: Change Readiness

CHANGE TOOL:	ACTION STEP:	COMPLETED:
Project Info Gathering Doc	WHEN will you complete this tool? / WHO will help you? / WHAT will you do with the information?	Y/N
End User Demographic Inventory	WHEN will you complete this tool? / WHO will help you? / WHAT will you do with the information?	Y/N
Impact Analysis	WHEN will you complete this tool? / WHO will help you? / WHAT will you do with the information?	Y/N
Benefit-by-Audience Mapping Tool	WHEN will you complete this tool? / WHO will help you? / WHAT will you do with the information?	Y/N
Stakeholder Analysis	WHEN will you complete this tool? / WHO will help you? / WHAT will you do with the information?	Y/N
Awareness Measurement Survey	WHEN will you complete this tool? / WHO will help you? / WHAT will you do with the information?	Y/N
Resistance & Risk Analysis	WHEN will you complete this tool? / WHO will help you? / WHAT will you do with the information?	Y/N
Training & Learning Planner	WHEN will you complete this tool? / WHO will help you? / WHAT will you do with the information?	Y/N
External Audience Impact Workbook	WHEN will you complete this tool? / WHO will help you? / WHAT will you do with the information?	Y/N

Announce: Let's Communicate!

COMMUNICATION:	ACTION STEP:	COMPLETED:
Leaders: Project Announcement & Information	<ul style="list-style-type: none"> • WHAT communication? (Announcement Email / Poster, Kickoff Invitation, Kickoff Event, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N
Change Agents: Recruitment / Change Agent Kickoff	<ul style="list-style-type: none"> • WHAT communication? (Announcement Email / Poster, Kickoff Invitation, Kickoff Event, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N
Employees: Kickoff / Project Announcement & Information	<ul style="list-style-type: none"> • WHAT communication? (Announcement Email / Poster, Kickoff Invitation, Kickoff Event, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N
External Channel Partners / Vendors: Announcement	<ul style="list-style-type: none"> • WHAT communication? (Announcement Email / Poster, Kickoff Invitation, Kickoff Event, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N
Other...	<ul style="list-style-type: none"> • WHAT communication? (Announcement Email / Poster, Kickoff Invitation, Kickoff Event, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N
Other...	<ul style="list-style-type: none"> • WHAT communication? (Announcement Email / Poster, Kickoff Invitation, Kickoff Event, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N

Train: Generate Excitement

COMMUNICATION:	ACTION STEP:	COMPLETED:
Leader Training	<ul style="list-style-type: none"> WHAT communication? (Testing Alerts, Training Invitation, Training Reminder, etc.) WHO will it go to? WHEN will it go out? HOW will it be delivered? 	Y/N
Change Agent Training	<ul style="list-style-type: none"> WHAT communication? (Testing Alerts, Training Invitation, Training Reminder, etc.) WHO will it go to? WHEN will it go out? HOW will it be delivered? 	Y/N
Employee Training	<ul style="list-style-type: none"> WHAT communication? (Testing Alerts, Training Invitation, Training Reminder, etc.) WHO will it go to? WHEN will it go out? HOW will it be delivered? 	Y/N
External Channel Partner / Vendor Training	<ul style="list-style-type: none"> WHAT communication? (Testing Alerts, Training Invitation, Training Reminder, etc.) WHO will it go to? WHEN will it go out? HOW will it be delivered? 	Y/N
Other...	<ul style="list-style-type: none"> WHAT communication? (Testing Alerts, Training Invitation, Training Reminder, etc.) WHO will it go to? WHEN will it go out? HOW will it be delivered? 	Y/N
Other...	<ul style="list-style-type: none"> WHAT communication? (Testing Alerts, Training Invitation, Training Reminder, etc.) WHO will it go to? WHEN will it go out? HOW will it be delivered? 	Y/N

[TIME FOR TRAINING: MAKE SURE ALL AUDIENCES KNOW WHEN & WHERE]

Sustain: Go Live & Beyond

COMMUNICATION:	ACTION STEP:	COMPLETED:
Leader Messaging	<ul style="list-style-type: none"> • WHAT communication? (Countdown, Go Live, Reward & Recognition, Ongoing Support, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N
Change Agent Messaging	<ul style="list-style-type: none"> • WHAT communication? (Countdown, Go Live, Reward & Recognition, Ongoing Support, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N
Employee Messaging	<ul style="list-style-type: none"> • WHAT communication? (Countdown, Go Live, Reward & Recognition, Ongoing Support, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N
External Channel Partner / Vendor Messaging	<ul style="list-style-type: none"> • WHAT communication? (Countdown, Go Live, Reward & Recognition, Ongoing Support, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N
Other...	<ul style="list-style-type: none"> • WHAT communication? (Countdown, Go Live, Reward & Recognition, Ongoing Support, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N
Other...	<ul style="list-style-type: none"> • WHAT communication? (Countdown, Go Live, Reward & Recognition, Ongoing Support, etc.) • WHO will it go to? • WHEN will it go out? • HOW will it be delivered? 	Y/N