# Communications Organizer Tool

**WHY USE THIS TOOL:**
Creating a robust Change Communications calendar is the best way to ensure that you have steady stream of project messaging at the ready. This tool will help you stay one step ahead of the game with editable sections that help you map out each project campaign as well as target audience, communication channel, Key Messages and more. All to help you lead your project's messaging and vision through to completion.

**HOW TO USE THIS TOOL:**
Use this tool to get aligned with your project leads and to understand what phase of the project is coming up. Slide 2 is a "Communication Brief" for your team (or others!) to fill-in to initiate a new communication. Slide 3 helps you organize and track all the active communications per month.

**PROJECT OWNER(S):**

**COMMUNICATION "RUN" TIME:    START:            END:**

## SELECT MESSAGE TYPE

- ❑ Announcement
- ❑ Training
- ❑ Testing
- ❑ Countdown
- ❑ Congrats / Go Live
- ❑ Support
- ❑ Other _____
- ❑ Other _____

## SELECT TACTIC(S)

- ❑ Email
- ❑ Poster
- ❑ Overview Guide
- ❑ Newsletter
- ❑ Other _____
- ❑ Other _____
- ❑ Other _____
- ❑ Other _____

## SELECT AUDIENCE(S)

- ❑ Senior Leaders
- ❑ Managers
- ❑ Employees
- ❑ Change Agents / Super Users
- ❑ Other: _____
- ❑ Other

  _____
- ❑ Other

## KEY MESSAGES

## CONTACT INFORMATION

- ❑ Other

## NOTES

**VISUAL THEME : _____**

**APPROVED:** ❑YES  ❑NO

MONTH/YEAR

**"RUN" TIME:** **START:** **END:**

OWNER(S): TYPE/THEME:

**"RUN" TIME:** **START:** **END:**

OWNER(S): TYPE/THEME:

**"RUN" TIME:** **START:** **END:**

OWNER(S): TYPE/THEME:

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**"RUN" TIME:** **START:** **END:**

OWNER(S): TYPE/THEME: