

# Communication plan



Project:

Creator:

Recipient:

Date and version:

## Purpose:

The overarching purpose of the project – linked to business mission, ambition or KPI's.

## Background with assumptions and limitations:

Introduction that sets the context of the project.

## Audience:

Who do you need to communicate to? For greater detail, complete 'Audience Analysis & Prioritization Tool' template.

## Communication strategy:

How will you get the message across? Outline concept of communication plan.

## Channel:

Which communication channels will you use to get your message to the audience?

## Key messages:

What are the key messages? Formulate them properly.

- Make your message clear and concise, leave no room for interpretation
- Use easy-to-understand language and avoid jargon
- Try to use short sentences, with maximum 12 words
- Strong messages often include a critical data point.

## Deliverables:

What will be delivered?

## Timing:

When will deliverables be delivered? For greater detail, use the 'Scheduling' template.

## Budget:

Agreed estimate

## Project team roles:

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Use LDP – Lead, Decide, Participate (ideally identify by name and make sure they are informed)

Lead: Project leader, driving the project forward

Decide: The decisionmaker, who signs-off on plan, messages and budget for instance

Participate: Individuals who will be needed in the project, for input and support