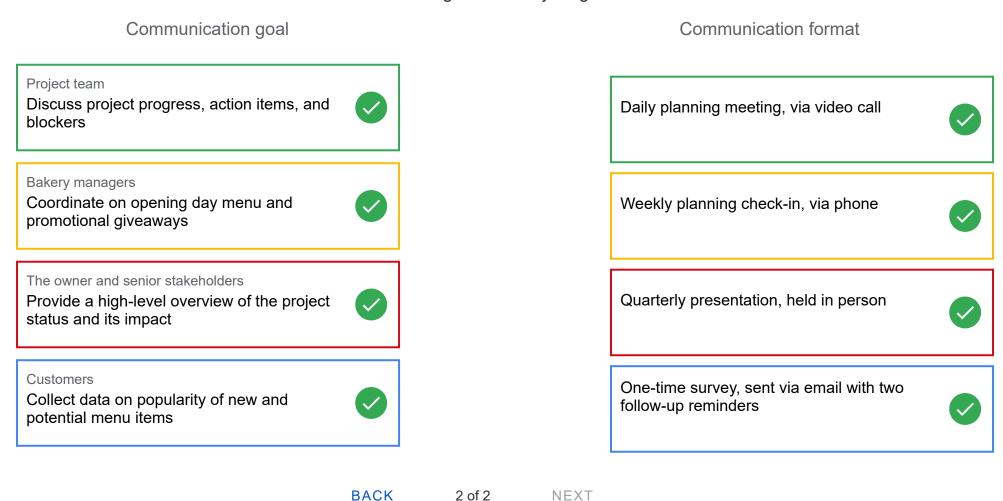# Creating a communication plan
Matching exercise

Which communication frequency, type, and method should you use?

To match each communication goal to a communication format, choose a goal from the list. Then, select a communication type to find out if it's a match.

You've categorized everything.

Communication goal	Communication format
Project team Discuss project progress, action items, and blockers ✅	Daily planning meeting, via video call ✅
Bakery managers Coordinate on opening day menu and promotional giveaways ✅	Weekly planning check-in, via phone ✅
The owner and senior stakeholders Provide a high-level overview of the project status and its impact ✅	Quarterly presentation, held in person ✅
Customers Collect data on popularity of new and potential menu items ✅	One-time survey, sent via email with two follow-up reminders ✅

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