

Creating a communication plan

Matching exercise

What’s the communication goal?

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

Select **Next** to continue

Stakeholder	
The owner and senior stakeholders	
Project team	
Bakery managers	
Customers	

Communication goal	
Provide a high-level overview of the project status and its impact	
Discuss project progress, action items, and blockers	
Coordinate on opening day menu and promotional giveaways	
Collect data on popularity of new and potential menu items	

