

Communications plan checklist

IN-HOUSE SOLUTIONS

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April 2024

We've developed this checklist to guide you through creating a comprehensive communications plan for your change management program. For further guidance on your change management communications plan, visit our other resources [here](#).

- **Define your future state vision:** Succinctly describe the future state for your change project and identify the "burning platform" issue or the cost of inaction. This statement becomes the 'north star' for your communications.
- **Identify your key stakeholders:** You may have multiple stakeholder groups or individuals and will want to tailor your messages for each group as needed.
- **Define the communication objective:** What do you want each stakeholder group to understand about the project?
- **Identify key messages:** Your key messages should be concise, clear, and consistent points that convey the purpose of the change, its benefits, and how it aligns with the organization's broader vision and goals. As each stakeholder group will have different needs depending on their interest/impact, you may need to tailor to each group.
- **Select ambassadors for change:** Identifying individuals across your organization who can help as influencers or ambassadors for change can be helpful for achieving buy-in. For example, perhaps someone who has recently joined from another organization who has experienced a similar change project with great results. Or a participant in a pilot exercise who can speak to the benefits.
- **Determine communication channels:** As each group will likely have different communication needs, you will want to consider the various channels that are available and how you will share information (e.g. all-hands meetings, emails, intranet or other internal portals, regular cadence of newsletters, etc.) It's also important to consider the style/format – e.g. visual vs. data driven.

- **Identify specific tactics and timelines:** The specific tactics you employ may depend on the stage of your project. For example, at the outset of your project, you may wish to focus on 1:1 communications or workshops.
- **Solicit feedback:** Continuous monitoring of the effectiveness of the strategy and rollout, with solicitation of feedback from stakeholders, will be key. It will show your willingness to adapt the strategy as needed.
- **Measure success:** Use metrics and real-time feedback to assess levels of engagement and buy-in.

We've included a sample template below, but invite you to connect with us for an editable version.

Communications plan		Project name		
Future state vision				
	Stakeholder 1	Stakeholder 2	Stakeholder 3	
Communication objective				
Key messages				
Ambassadors for change				
Preferred channels/mediums				
Tactics and critical communication points	Stage 1	Stage 1	Stage 1	
	Stage 2	Stage 2	Stage 2	
	Stage 3	Stage 3	Stage 3	
Collecting feedback				
Definition of success				

Key contact



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