Template

Change Communication Plan

Change: <Insert change title>
Date: <Insert date>

The Change Communication Plan is developed to ensure effective communication with all stakeholders.

1. Communication objective

<Insert text>

2. Key messages – may include key facts and figures (for example)

<Some suggested issues provided.>

| Issue. | Response. |
| --- | --- |
| What is the change, what will change and why it is needed, is it part of a bigger change? |  |
| What are the business issues or drivers of the change? |  |
| What will happen if the change does not proceed? |  |
| What is the timeframe for the change (start and finish) |  |
| What will be gained / lost by the change? |  |
| What is the level of involvement required? |  |
| What are the expected behaviours? |  |
| What support mechanisms will be in place during the change? |  |
| Key internal messages: |  |
| Key external messages: |  |

3. Communication Plan

<Complete the table. Add more rows if needed.>

| Target audience (internal/external) | Message | Action | Who will deliver communication? | Timeframe for delivery of communication |
| --- | --- | --- | --- | --- |
| <Name of individual, role, group, branch, division> | <Identify how best to connect each target audience to the topic and what their needs may be – any preference for delivery method(s) etc.> | <Formal or informal and how will the communication be delivered> Eg Workshop or information session. Conduct a formal information workshop to refresh and increase current knowledge and skills in relation to the change. |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

4. Risk or restriction

<Complete the table. Add more rows if needed.>

| Risk or restriction. | Action. |
| --- | --- |
| What is the worst thing that can happen if you communicate this information? |  |
| What is the worst thing that can happen if you choose not to communicate this information? |  |
| Are there any risks with communicating this information too early? |  |
| Can this information be misinterpreted or responded to negatively? |  |
| Are there any restrictions as to who can receive this communication? |  |

5. Budget – any associated cost with the communications

<Insert text>

6. Evaluation – how you will know you have been successful – eg stakeholder feedback, surveys etc

<Insert text>