

Communicating the Change

Implementation Communication Plans

Determining who will communicate what to whom and when

Implementation communication plans can help bring about the successful implementation of an improvement initiative. Appropriate implementation and communication plans increase the probability of stakeholder buy-in. The Plan will list necessary steps for the implementation communication, provide a mechanism for tracking progress, and document who should be notified and when.

How to use the tool

Several questions must be answered by the owner in order to lay the groundwork for implementation and communication. Among those are the following:

- Whom do we want to reach?
- What do we want them to do differently as a result of the proposal?
- What is the benefit of doing so?
- What are the obstacles to doing so? How will we deal with them?
- What is the primary key message to be communicated?
- What types of media will we use to communicate? When will we communicate?

The following steps are commonly utilised to construct an implementation or communication plan:

- List the steps that need to be completed
- Determine who is responsible for each step
- Decide on a realistic completion date for each step
- Update the tool as the status changes and communicate to all who need to know.

A simple general communication/implementation plan can be constructed as shown over page.

Implementation/Communication Plan

Service to be implemented:			
Action Step	Responsible Person(s)	Complete by	Status/Date
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			

For a project, the purpose of the communications plan is to define the communication requirements for the project and how information will be distributed. The communications plan defines the following:

- Communication requirements based on roles
- What information will be communicated
- How the information will be communicated
- When will information be distributed
- Who does the communication
- Who receives the communication.

This plan sets the communications framework for this project. It serves as a guide for communications throughout the life of the project and will be updated as communication needs change. This plan identifies and defines the roles of persons involved in this project. It also includes a communications matrix which maps the communication requirements of this project. An in-depth guide for conducting meetings details both the communication rules and how the meetings will be conducted, ensuring successful meetings. A project team directory is included to provide contact information for all stakeholders directly involved in the project.