

Communication Plan – Best Practices Checklist

Communication Plans: Best Practices Checklist

	Must be sponsored by the leader
	Must support the implementation goals, be dynamic and promote accountability, and focus on outcome
	Describes who the main audiences are and identifies the messages that need to be communicated
	Strategically considers the desired reputation and relationships throughout the process and beyond
	Is informed by a SWOT analysis to target areas of strengths, opportunities, weaknesses and threats
	Aligns to SMART goals (specific, measurable, accountable, realistic and time bound)
	Identifies a mix of media to ensure successful delivery of messages
	Begins with an end in mind – anticipates how results will be evaluated by the strategic team leading the change.

Elements include:

- Title page
- Executive summary
- Explains the benefits of the communication plan
- Articulates the current situation
- Recommends proposed communication actions and plans.

Includes an evaluation plan for measuring the success of the communication plan.