



PLEASE
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TO PROCEED

INTERNAL COMMUNICATIONS PLANNING



INTERACTIVE WORKSHEET

Internal Communications Plan Name

Objectives and Goals - What are you trying to accomplish?

Clearly state your teams goals and objectives and explain how they link with your companies KPI's (be as specific as possible)

- 1.
- 2.
- 3.

Audience - Who is your audience?

Who are you trying to reach and why? Is there anything unique about them that could help you find an effective way to communicate with them? Be as detailed as possible here, the more information you have the easier it will be to create an effective strategy

Office Location

Function

Seniority

<input type="text"/>	<input type="text"/>	<input type="text"/>
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Message Creation - What's the Message You Want to Spread?

Always with your audience in mind, craft your message and think of the most effective methods to communicate them.

- 1.
- 2.
- 3.



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Method Strategy - What Channels and Tactics Should You Use?

You should always look at the bigger picture and try to identify which strategy best serves your goals and objectives. Your plan should be consistent across all of the communication channels and tools that your organization is using.

- Employee Communication Platform
- Video
- Intranet
- Employee App
- Podcast
- Email
- Face to Face
- Print
- Digital Screen
- Notice Board

Test, Test, Test - Experiment

Run tests on small sample sizes to gauge employee response. Record your data meticulously and scale up your most successful ideas.

Test Name	Details	Channel	Result

Measurement - How Will You Measure Your Progress?

Detail exactly how you will measure outcomes. What exactly does success look like?

1.
2.
3.

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Additional Notes:

Any additional topics or questions you need to consider if you are to improve and optimize your digital communications landscape.

Program Owner:

Job Title:

Program Priority:

LOW	MID	HIGH
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

FREE ASSESSMENT OF YOUR WORKSHEET

All organizations are different, but we hope you find the approaches and suggestions in this worksheet helpful as it supports you on your internal communications planning journey.

We offer our services to honestly assess your worksheet plan and score it as a working model for the employee engagement landscape.

Request a **FREE**  Internal Communications Assessment Today

