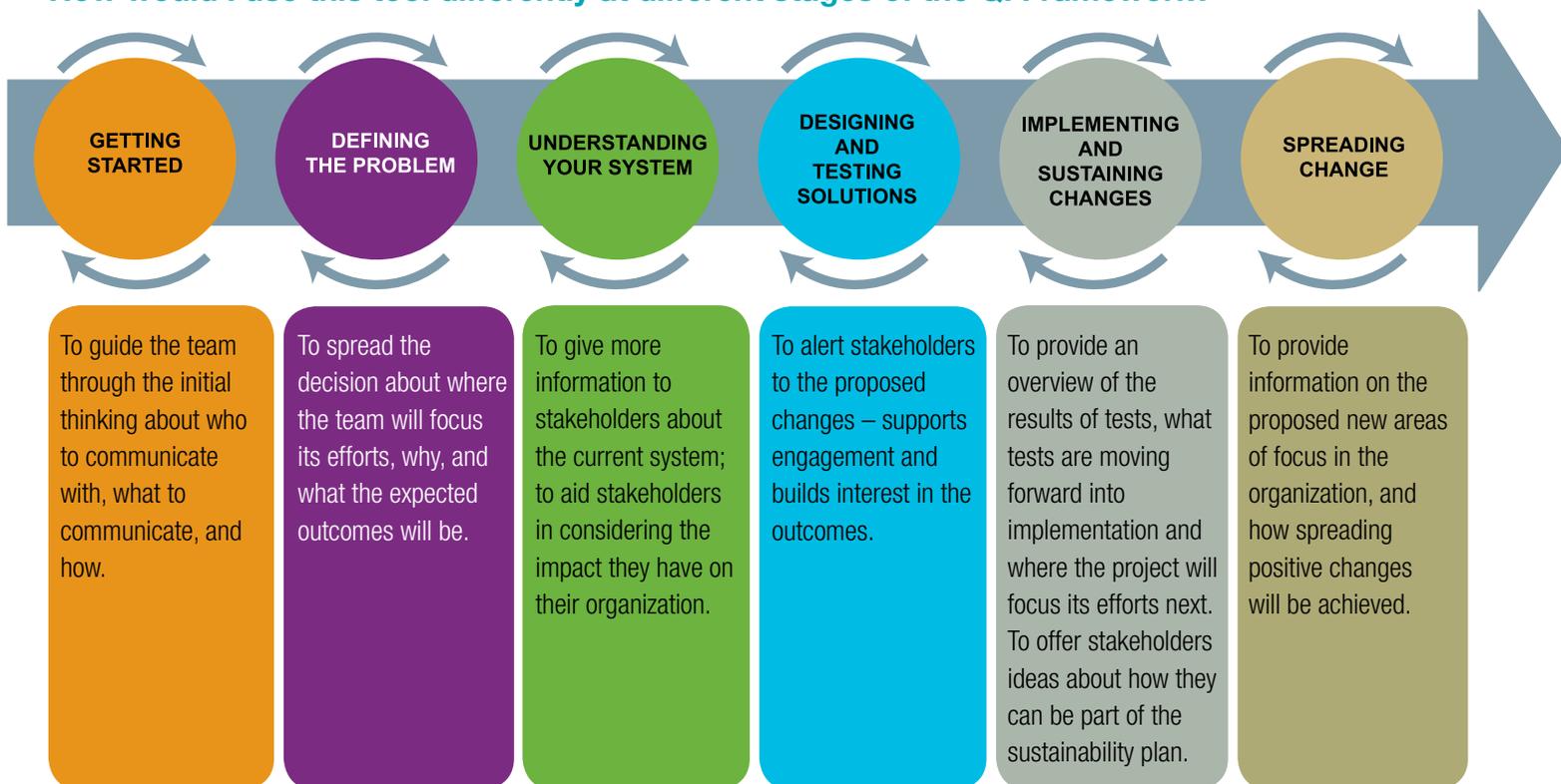


Communications Plan INSTRUCTION

Why would I use this tool?

After identifying the improvements to be made (the change), it is imperative that the planned changes are communicated to the various audiences that the changes will impact. The process of developing a Communications Plan creates clarity around who the communications are intended for, what the frequency of the communications will be, and the key messages and methods to be employed. The structure of a Communications Plan can help you avoid the gaps in communications that can result in a lack of buy-in for the project overall.

How would I use this tool differently at different stages of the QI Framework?



How do I use this tool?

1. Meet with the QI Team to determine the planned changes that require communication.
2. Determine the various stakeholders that need information.
3. Brainstorm the level of communication for each stakeholder and the best venue for communicating with each.
4. Define the timing for each communication.
5. Identify who is responsible for each communication.
6. Place all of the information into the Communications Plan Template.
7. Share with stakeholders as appropriate.
8. Review the Communications Plan monthly to adapt and add any new items.

Communications Plan INSTRUCTION

What do I need to use this tool?

Materials

- A calendar
- A listing of all upcoming events
- Communications Plan Template

Timing

Start the Communications Plan early in the QI journey.
Review monthly to update.

Setup

Gather the team together to brainstorm as many stakeholders as possible. Ask some of the identified stakeholders to suggest other groups/individuals that need to know the information. Ask the QI Team to think about the project in broad terms, and about who the customers are and what will matter to them.

What tips and tricks will be useful in facilitating this tool?

Encourage the QI Team to consider who the stakeholders are in the broadest sense and to think “out of the box” about how to communicate with them.

To create a more comprehensive message, it may be helpful to ask the QI Team to brainstorm what questions each stakeholder would likely ask.

A great resource is Simon Sinek on the golden circle of communication: “Always start with why.” http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html

When working towards integrated systems with multiple organizations, ensure communications plans are coordinated with all organizations.