

Communications Plan TOOL

Change The change being implemented.	Target Audience Who is affected by this change? (Who “touches” processes involved in this change? What professional roles do they hold?)	Messages What are the key messages being communicated?	Methods Besides speaking with individuals one on one about the changes, what other methods of communication will be used?	Lead Who will take responsibility for communicating the message to each target audience? (Be sure to cover all people listed in the previous columns.)