

Communication and Training Plan

Program:

Project:

Author:

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Section 1: Version Control

| Version | Author | Date | Description of updates |
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Section 2: Index

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Section 3: Learning and Communciation Plan Sign Off

| Employee Name | Role on Project | Reviewer/Approver | Signed off |
|---------------|-----------------------|-------------------|------------|
| Ian Pratt | Subject Matter Expert | Approver | 20/10/2014 |
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Section 4: Learning Plan

In your impact assessment you will have identified all of the people that are impacted by your change and defined the nature of the impact. You will now use these impacts to form the basis of your learning plan. Each impacted team will need a learning intervention to firstly bridge any knowledge gaps and then build competence in the new way.

Each impacted team should be engaged in developing the learning plan to ensure they feel comfortable with the proposed strategies.

You can provide knowledge through strategies ranging from sending and email, attending and speaking at team meetings to web based training programs and a range of options in-between.

In this template you can list all of the employee groups in your business and simply put “N” in the second column if they are not impacted, this will provide a complete picture for the reviewers of the document saving them asking “Have you considered team x?” Of course keep it relevant to the change, there is no benefit listing pages of non-impacted teams.

| Team or Employee Group | Are they impacted (Y/N) if Y how many? | Description of the change impacting team | Description of the Learning need | Learning Approach (e.g. on the job coaching, communication, web training, external facilitator). | When | Who will organize |
|------------------------|--|---|---|--|-----------|-------------------|
| Human resources | N | | | | | |
| Accounting | Y - 10 | New line will appear on their monthly report listing total tax paid | Minor no action is required it is for audit purposes only | Communicate in team meeting with follow up email of samples to the team | June 25th | Change Manager |
| Payment | Y - 50 | Change to data entry | Training room training | Training room with internal | May – | Change |

| Team or Employee Group | Are they impacted (Y/N) if Y how many? | Description of the change impacting team | Description of the Learning need | Learning Approach (e.g. on the job coaching, communication, web training, external facilitator). | When | Who will organize |
|------------------------|--|---|---|--|-------------|-------------------|
| <i>processing</i> | | <i>processes to include entering tax as a separate line. New screen created</i> | <i>session for 30 minutes with practice, cover how to access screen, where to find information, how to correctly enter data</i> | <i>facilitator from accounting</i> | <i>June</i> | <i>Manager</i> |
| | | | | | | |

Section 5: Communication Plan

A well-structured communication plan developed through consultation will improve the outcome of your change programs.

There are two key elements that you will need to include in your communication plan they are firstly the “message” and then the “method”.

To develop your message you will benefit from following the following three key points

- Provide purpose by mapping the project to your organizational strategy, then
- Develop a consistent communication pitch often referred to as an elevator pitch, then
- Prepare your key messages.

Section 5.1: Providing Purpose

In this section you will document how your project maps to your business strategy thereby giving your project purpose.

You will find that most projects will map to more than one area of your businesses strategy, in this case I tend to use either the strongest strategic link or if the links have similar weighting I would use the link that resonates best with your people.

Section 5.2 Elevator Pitch

An elevator pitch is a statement defining your change. The idea for the elevator pitch is to imagine you just got in the lift with the CEO and they ask you what you’re working on. Your elevator pitch will enable you to inform the CEO about your change, its purpose and expected business benefits before the elevator reaches your floor.

If you can connect your elevator pitch to the company strategy in a way that resonates with people by using some emotional language then your pitch will have broader appeal.

On longer projects the elevator pitch may be refreshed a number of times during the course of the project.

Section 5.3: Key Communication Messages

You key communication messages are the things you just want to keep reinforcing. These messages will either reinforce the purpose for the project or manage some identified concerns or risks.

These messages are kept alive throughout the life of the project.

However, you will add to or evolve your key messages throughout the project to ensure the messages remain relevant or current.

Section 5.4 Communication Plan

Existing Communication Channel Analysis

The biggest challenge for you is to break through the existing communication clutter and to make your message relevant, the best way to do this is to ensure that you utilize the existing communication channels in your business. Before you start to develop your communication plans it is a good idea to identify all of the existing communication forums that you may be able to utilize as part of your communication strategy.

| Existing communication Channel | Delivery mechanism | Frequency | Content Due Date | Contact Name |
|---|-------------------------|--------------------|---|-----------------|
| <i>Operations Newsletter</i> | <i>Email</i> | <i>Monthly</i> | <i>2nd Tuesday</i> | <i>Person 1</i> |
| <i>Steering committee meeting</i> | <i>Video conference</i> | <i>Fortnightly</i> | <i>Close of business every second Wednesday</i> | <i>Person 2</i> |
| <i>Operations Senior Leadership Meeting</i> | <i>Face to face</i> | <i>Weekly</i> | <i>Tuesday 11:30am</i> | <i>Person 3</i> |
| <i>Team Meeting</i> | <i>Face to face</i> | <i>Fortnightly</i> | | <i>Person 4</i> |
| <i>Roadshow</i> | <i>Face to Face</i> | <i>6 monthly</i> | <i>June 15, Jan 15</i> | <i>Person 5</i> |
| | | | | |

Communication Plan

| Target audience: Who do we want to inform? | Key messages: What do we want to tell them? | Communication methods/channels: How are we going to tell them? | Frequency How often will it be completed | Who is responsible for doing it? | Deadline: By when does this need to happen? |
|---|--|---|---|----------------------------------|---|
| <i>Senior Managers</i> | <i>Their support is valued, the project status and how they can assist</i> | <i>Operations Senior Leadership Meeting</i> | <i>Monthly update until the implementation phase then fortnightly</i> | <i>Program Manager</i> | <i>Commences 21 April 2015 and runs for duration of the program</i> |
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