

Communications Strategy Worksheet

Why

1. State purpose.

Why are you developing a communications strategy? What change do you want to see? Can you quantify it? What will you see, hear or have-in-hand that will show progress or success?

2. Know your organization.

What makes your organization unique? Who are your competitors? How do you stand out? What's your one big idea? What do people associate with your organization, and is it what you want them to?

3. Align objectives.

What organizational goals will this support?

4. Know your audiences.

Whose knowledge, attitude or behavior must change to meet objective? What change in *behavior*? What change in *attitude*?

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Now, for each audience you have defined...

5. Craft messages.

What is relevant and useful to them? Why should they care? What is the call to action?

6. Identify channels.

Where do they spend time? Where or from whom do they get information?

7. Choose tools.

Is the tool appropriate to the audience? Is it cost-effective? Is it culturally appropriate? Do you have the skills and time to use it?

8. Build an Action Plan.

For each tool or activity, what steps do you need to take? By when? Who is responsible?

9. Evaluate.

What metrics will you use to measure success? How often?

10. Course Correct.

What's worked and hasn't? What's getting in the way? What can you change to overcome these barriers? Is it time to seek some outside support?

What

How