

Communication Overview Plan

Use this template to develop, at a high level, communications for the change initiative. Consider this the “big picture” or overview look of communications.

Sender	Overall Timing (project phase)	Target Audience	Primary Focus	Message Content	Delivery Method	Date of Communication
CEO	Defining project	All employees	Announce upcoming change	Vision for change Explanation of “why” of change What to expect	All-hands meeting (virtual) Email follow up by CEO Department head follow up (dept. meetings)	January 8 January 10 Within one week of January 10

An example is provided in the first row of the plan above.

Project phases may include:

- Defining project (pre-project planning)
- Project start
- Project implementation
- Project close
- Post-project