

Exercise: Communications Worksheet

Instructions

Use this exercise to work on the communication strategy around a decision you will soon implement.

Write what the decision, change, or action is.

Then list who needs to be informed. In what order do they need to be informed? Who needs to “hear it from you” and not from others?

In the lower left box, make notes about how you will describe the decision and action. How much context will you provide to different stakeholders?

Spend 5-10 minutes on this exercise, and then put your communication plan into action.

Example:

| <div>Upcoming decision, change, or action:</div> <div>Promote Sylvie to my direct staff and put her in charge of two of the programs Renee currently owns.</div> | <div>Stakeholders to inform, in which order?</div> <div>I need to tell Renee about this first and give her several days to digest the change.</div> <div>Then I will discuss with Sylvie.</div> <div>Then announce to my staff, then to all employees.</div> <div>Then to the funders supporting these two programs.</div> <div>Then to our community contacts for these two programs.</div> <div>Then mention this in our next board meeting.</div> |
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| <div>Notes on how to describe the decision and action:</div> <div>Highlight that this is a development opportunity for Sylvie – part of our commitment to promoting from within and offering a career path to employees who are ready for more.</div> <div>Highlight that the two programs moving from Renee’s area have expanded in the last two years and are big enough now to stand on their own.</div> | |



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| Upcoming decision, change, or action: | Stakeholders to inform, in which order? |
|---|---|
| Notes on how to describe the decision and action: | |