COBALT COMMUNICATIONS

Internal Communications Strategy

Template

OVERARCHING NEED

What challenge or need are you trying to address?

STEP 1: PLAN

Audience — Who do you need to reach? What do you know about them?

Communication Goals — What do you want your target audience to know? Feel? Do?

Key Stakeholders — Who needs to be involved? What kinds of input needs to be gathered?

Key Team Members — Who will help manage and execute the plan? Are external resources required?

Continued →

Internal Communications Strategy

Template

STEP 2: EXECUTE

Key Messages — What messages need to be sent and in what order?

Key Tactics — How can you get the message out? What activities will help you engage your target audience?

Channels and Delivery — What channels or deliverables would be most effective in reaching your audience?

Budgets — How much can you spend to get your message out? Allocate funds accordingly.

STEP 3: MEASURE + ADJUST

Metrics — How do you know if you've been successful? What KPIs are critical to report on?

Revisions — What changes can you or should you make to better engage your audience?