



**Change Superhero
Toolkit:
Communications
Plan Template**

Communications Plan for **Insert Project Name**

Confidential & not for distribution

Version X – <insert date>

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Project background

Insert a high-level summary of the case for change, vision for the future and actions being taken – you can use the 7 step plan for support – What is the change? Why is it happening? What does success look like? How does this fit with other projects? What and who is in scope? How will the change take place and when is it happening?

Impact

Insert summary of the likely impact on people, ways of working, possible issues etc.

Project Plan

Inset a high level timeline of main activities here.

Stakeholder Groups

Use your stakeholder analysis to insert a summary of the main stakeholder groups that will have to give input to or will be impacted by your project.

Internal	Owner	External	Owner

Stakeholder Analysis

You can embed your full stakeholder analysis document here.

Main Messages

Identify the main messages you want to communicate about your project, who you need to communicate them to and what you want your stakeholders to know, feel and do when they receive this message.

Key Message / Focus Area	Stakeholder Group	Know	Feel	Do

Materials

Once you have identified your stakeholders and identified the main messages for each group you need to decide how you are going to share those messages. Fill in the table below with a list of all the documents that you are producing and who is responsible for producing the document. Check any existing communications plans and calendars to see if you can integrate your messages into existing channels and tools.

Material	Purpose	Responsible

Communication Actions Timeline

Fill in the table below with all the communications actions you are going to take and when – you need to take the ideas from your stakeholder analysis column on comms & engagement requirements and document them in sequential order here. Make sure your activities do not clash with other SPU activities and see if there are opportunities to integrate your messages in existing comms channels.

Date	Time	Audience	Responsible for delivery	Action & Purpose	Materials

RAPID

Plot all your main comms activities – such as comms material development, sign off, approval to announce etc. Use the RAPID key below document the role of the stakeholders involved in the comms activities and get clarity on who has the decision right

Activity	Stakeholder	Role

Role Key:

R	Responsible for project or action and timelines
A	Agree or gain sign off from
P	Perform or produce – Deliver key activities or materials
I	Involve – Gain input from
D	Deliver key messages
S	Sponsorship – will put their name to message

Fill in all the risks and mitigating actions you have identified.

Category	Risk	Mitigating Action
Internal Comms		
External Comms		
Industrial Relations & Consultation		

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