

# Project Communication Plan

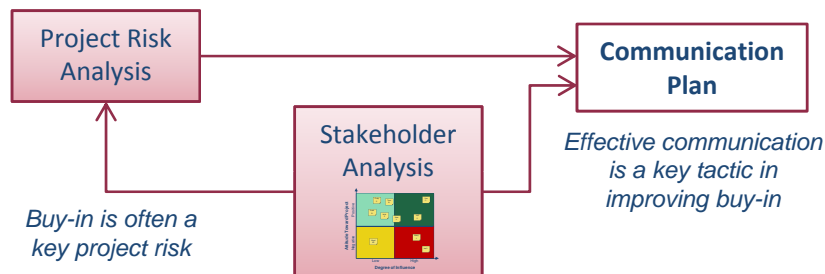
## When to Use

- Use to build and maintain trust, prevent rumors, and to enlist and enroll the participation of stakeholders to help achieve desired objectives
- Create initially in the Define phase, but perform consistently and update as needed across the project

## Helpful Hints

- Effective project communication:
  - Requires a consistently executed formal process
  - Is two-way, with feedback loops built in
  - Contains current and relevant information
  - Is simple and easily understood by the intended audience
- The plan should be considered a living document and updated as needed. For instance, the target audience and messages required once implementation of changes has begun can be very different from that required at the start of the project

## Related Tools



## Description

- The project communication plan provides a concise method for defining and monitoring the delivery of key messages to targeted stakeholder groups, with the purpose of fostering buy-in to change
- The project communication plan defines the targeted stakeholder groups, the message contents, planned frequency, communication medium (email, webinar, etc.), how feedback will be received, and the person who owns the responsibility for creating and sending the message
- It also allows for tracking of when communication cycles occur
- The entire project communication process consists of the following steps:



# Project Communication Plan (Cont.)

## Step by Step Instructions

1. Fill in the header section of the Project Communication Plan Worksheet:
  - ❑ Project Name: Title of the project being worked on
  - ❑ Process Name: Name of the process that the project is within
  - ❑ Project Sponsor: The name of the business leader accountable for the project's success and long-term sustainment of its results. It is best if this person is the Process Owner
  - ❑ Project Leader (Lean Belt): The name of the person responsible for leading the project
  - ❑ Date Last Updated: Date the worksheet was last updated
2. Using the previously performed project risk analysis and project stakeholder analysis tools as inputs, define the stakeholder groups targeted for communication
3. Working with the project team, answer the following questions:
  - ❑ WHY do you want to do what you're proposing? What is the rationale behind the decision?
  - ❑ HOW can you appeal to each stakeholder group's frame of reference? "What's in it for the group?"
  - ❑ WHAT message will be used to communicate the compelling need for change? Focus on external forces driving the change.
  - ❑ WHAT information does each group need? Examples include project status, key dates, successes to date, etc.
  - ❑ HOW does this communication coincide with current project reporting and organizational communications efforts? Can you employ any existing communication vehicles?
4. Complete the main body of the worksheet:
  - ❑ Target Stakeholder Group(s): WHO are the stakeholders targeted by the communication?
  - ❑ Contents: WHAT message(s) will be included in the communication? Examples include: Update of project progress, key successes, key issues needing resolution, etc.
  - ❑ Frequency: WHEN and at what interval should the communication be delivered?
  - ❑ Medium (Type of Communication): HOW will the message be delivered? Examples include: email, newsletters, team meetings, etc.
  - ❑ Feedback Loop: HOW will feedback on the message be received? Examples include: Face-to-face dialogue, requests for written feedback, etc.
  - ❑ Owner: WHO specifically is responsible for preparing, delivering, and receiving feedback on the communication?
  - ❑ Date of Last Communication: WHEN specifically was the last communication cycle made?
5. Put the plan into action, consistently monitoring its execution and effectiveness
6. Make changes as necessary