

## Guidance: Communications Plan

**Objective:** To develop and execute an effective plan for communicating with the stakeholders.

**What:** The Communications Plan defines the specific activities required to execute effective communications at every phase of the project. It is a reflection of the team's communications strategy for the project, and it identifies the audience for communications, types of communications, the frequency of communications and responsibilities for each aspect. For example, the Communications Plan could define how often a status report is sent (or presented) to which stakeholders and who is responsible for executing the task.

**Why:** Successful project delivery requires the effective planning, creation and delivery of communications to those who are impacted by the project or who can have an impact upon it. Well-planned and effectively executed communications activities reduce resistance to the project, build acceptance of the objectives and assist with benefits realization.

**When:** For most projects, the Communications Plan is created at the beginning of a project. A Communications Plan may prove valuable in the beginning in order to guide stakeholders and gain acceptance from stakeholders. The Communications Plan should be maintained and executed throughout the project.

**Who:** Responsibility for managing and maintaining the Communications Plan should be assigned to the Project Manager or a Team Leader.

**Benefits:** The Communications Plan helps project teams to efficiently define necessary project-related communications. Having and executing an effective Communications Plan reduces resistance to the project and builds acceptance of its objectives and goals among stakeholders. By increasing the likelihood of success on projects, it also contributes to benefits realizations.

### Completion Instructions

1. **Communication** Title of Communication document
2. **Audience** Describe the intended audience for the communications.
3. **Content** Describe the key messages/content for the communications.
4. **Medium** Describe the means to create, store and deliver the communications.
5. **Owner** Describe the tasks/roles of the different contributors and authors of the content.
6. **Delivered By** Describe the responsibilities for the creation, review, approval and delivery of the communications.
7. **Timing** Describe the timing and frequency for each communication. Show the amount of effort required to produce each communication.

# COMMUNICATION PLAN

Created By:

This document will continue to be updated throughout the project timeline based on input from stakeholders, status meetings, training design sessions, and steering committee meetings.

Ref	Communication	Audience/Stakeholders	Medium	Content	Owner	Delivered By	Timing	Status
1	Title	Describe the intended audience	Means to create, store and deliver the communications.	Key messages/content for the communications.	Tasks/roles of the different contributors and authors of the content	Person responsible for delivery of communication	Frequency, timing and amount of effort required to perform each role.	How communication is tracked and measured to determine whether the communications have made the appropriate impact.