# /6R Communication Toolkit

## Communication Plan

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# Plan your communication

COMMUNICATION TOPIC:

DATE:                    PERSON RESPONSIBLE:

*Step 1: what are the FACTS of the communication?*

**Key Facts** to be communicated (dot points)

# Communication Worksheet

*Step 2: Define your audience(s) and likely impact*

| Audience | Detail |
|---|---|
| **Who** does this most **directly/** significantly **impact**? | *List the people/ groups* |
| **Who** does this **indirectly impact**? | *List the people/ groups* |
| What are the **foreseeable affects / impact**s on what people are required to DO? | |
| What are the **foreseeable affects / impacts** on how people may FEEL? | |

# Communication Worksheet

*Step 3: What's the best communication method(s)?*

Depending on the situation more than one may be appropriate.
Consider the impact to what people DO and FEEL, what is the
best approach?
When communicating new information across a whole
organisation multiple methods are needed – timing is important

| GROUP *Indirect impact/ communication to large group* | PERSONAL *Direct impact on feel / do* | BROADCAST *Minimal impact information only* |
|---|---|---|
| ANNOUNCEMENT | ONE ON ONE | EMAIL/ LETTER |
| MEETING | OUT OF OFFICE CATCH UP | BLOG POST |
| WORKSHOP | | SOCIAL MEDIA CHANNELS |

What is the best communication method(s) for the primary
audience?

# Communication Worksheet

What is the best communication method(s) for the secondary audience(s)?

What are the key messages you want them to leave with?

What support initiatives shall we adopt to help people accommodate these requirements?

*Consider both DO & FEEL aspects*

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# Communication Worksheet

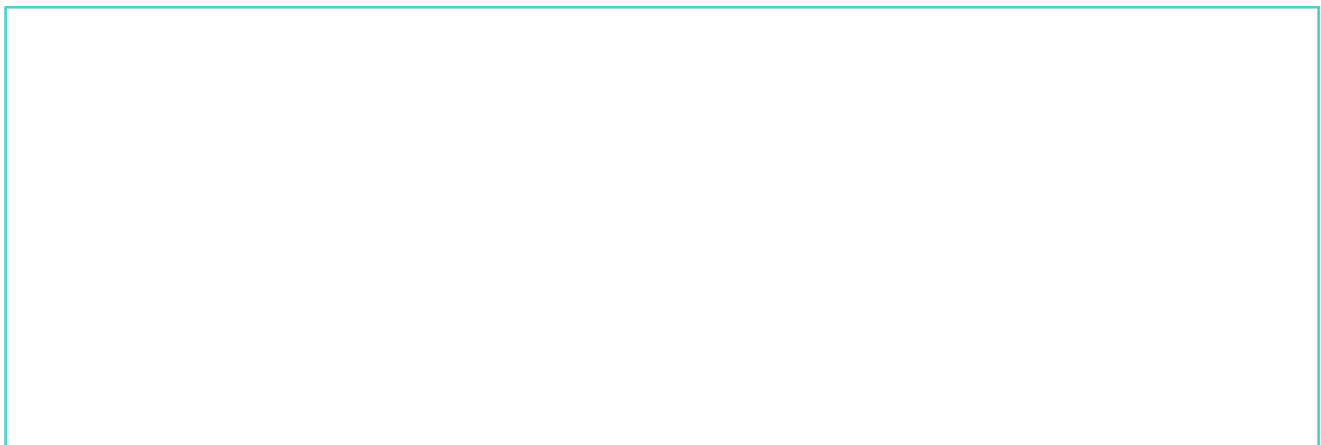*Step 4: What support is needed to adapt?*

What support initiatives shall we adopt to help people accommodate these requirements?

*Consider both DO & FEEL aspects*

Positivity in communication is key.

What are the **associated benefits**?  For the business? For the team? For the individuals?

# Communication Worksheet

*Step 5: Follow up and ongoing adaptation?*

Is follow up required? Is feedback and consultation part of the
communication?
How will this be done?