Communication and support plan

Use the table below to identify the key stakeholder characteristics, communications, and support activities required for a given timeframe (for Unanticipated Change, we recommend planning no more than a week in advance as changes to the plan may be required). Definitions for each of the headings can be found at the end of the document.

Week of: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

| ID | Stakeholder | Impact | Key benefits and issues | Message | Date | Channels | Owner | Support activity |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | Verbal: |  | Action: |
|  | Written: |  | Owner: |
|  | Other: |  | Date: |
|  |  |  |  |  |  | Verbal: |  | Action: |
|  | Written: |  | Owner: |
|  | Other: |  | Date: |
|  |  |  |  |  |  | Verbal: |  | Action: |
|  | Written: |  | Owner: |
|  | Other: |  | Date: |
|  |  |  |  |  |  | Verbal: |  | Action: |
|  | Written: |  | Owner: |
|  | Other: |  | Date: |
|  |  |  |  |  |  | Verbal: |  | Action: |
|  | Written: |  | Owner: |
|  | Other: |  | Date: |
|  |  |  |  |  |  | Verbal: |  | Action: |
|  | Written: |  | Owner: |
|  | Other: |  | Date: |
|  |  |  |  |  |  | Verbal: |  | Action: |
|  | Written: |  | Owner: |
|  | Other: |  | Date: |
|  |  |  |  |  |  | Verbal: |  | Action: |
|  | Written: |  | Owner: |
|  | Other: |  | Date: |
|  |  |  |  |  |  | Verbal: |  | Action: |
|  | Written: |  | Owner: |
|  | Other: |  | Date: |
|  |  |  |  |  |  | Verbal: |  | Action: |
|  | Written: |  | Owner: |
|  | Other: |  | Date: |
|  |  |  |  |  |  | Verbal: |  | Action: |
|  | Written: |  | Owner: |
|  | Other: |  | Date: |

Definitions

**Stakeholder**: Any individual or groups of individuals impacted by the change with similar characteristics such as role, department, level or impact.

**Impact**: Specific details on change the stakeholder group will experience.

**Key benefits and issues**: Anticipated outcomes or perceived losses as a result of the change to the stakeholder group.

**Message**: A description if the objective or summation of the content intended for a communication.

**Date**: The date when the communication will be delivered to the stakeholder group.

**Channels**: The vehicles that will be used to disseminate the message to the stakeholder.

**Owner**: The sender or deliverer of the communication. The sender will not always be responsible for developing the message content.

**Support activity**: Specific actions or resources that will be provided to supplement the communication, along with the owner and date (see definitions above). These could include trainings, documentation, workshops, coaching, etc.