










Create Your Own: The Communications Plan for the 'New Normal'

<p>Key Stakeholders </p> <p>List of key stakeholders who need to be involved. How do their needs differ? Who can provide input? Should there be a “fast response team”?</p> <p><i>Example: Establish higher frequency of sync meetings between Communications, HR, Corporate Health Management, Workers Council, and Management to enable quick decision making and fast learning cycles.</i></p>	<p>Key Activities </p> <p>What activities and campaigns can be used to deliver the message? Which non-critical activities should be stopped?</p> <p><i>Example: Weekly status briefing, ask the CEO, Thank you channel, on-site Q&A, virtual town halls, fast feedback and response channel for health and safety issues, community building activities</i></p> <hr/> <p>Communications Team </p> <p>What are the communications team's key resources? How could they be extended by external help and local part-time content owners?</p> <p><i>Example: Strengthen local content owner communities</i></p>	<p>Communication Goals </p> <p>What are the main goals of internal communication activities? What do we want employees to do/say/feel differently?</p> <p><i>Example:</i></p> <p><i>Clarity the current situation and the planned way forward</i></p> <p><i>Employees feel safe in their work environment</i></p> <p><i>There is up-to-date and clear guidance about changing responsibilities, activities, and policies</i></p> <p><i>High trust in leadership</i></p> <p><i>Strong sense of community and shared purpose, despite widespread work from home</i></p> <p><i>Stop any kind of fake news</i></p>	<p>Key Messages + Stories </p> <p>What are the main messages for all employees? What are specific messages for individual segments and personas?</p> <p><i>Example: How do we as an organization overcome this crisis and what are the top priorities right now?</i></p> <hr/> <p>Communication Channels </p> <p>What channels will be used to communicate with which target personas? How could channels be improved to support communication goals?</p> <p><i>Example: Intranet, employee app, digital signage. etc.</i></p>	<p>Target Personas </p> <p>Who are you communicating with? How do their needs differ? Which moments matter for them?</p> <p><i>Example: Factory workers need full understanding about health and safety measures, need easy way to ask questions and make suggestions to improve procedures at their workplace. An important moment will be the first return to their workplace after the lockdown.</i></p> <p><i>Other segments: home office workers, field service staff, high risk area staff (i.e. healthcare workers), leadership, etc.</i></p>
<p>Communications Budget </p> <p>What is your communications cost structure? What changes to the budget are needed and why?</p> <p><i>Example: Save budget on non-critical activities, faster retirement of inefficient and slow communications channels, faster launch of new digital channels.</i></p>		<p>Track Results and Measure </p> <p>How do you define success? What are output and outcome metrics?</p> <p><i>Example: Output (regular CEO status updates), outcome (pulse survey shows strong trust in leadership, low number of health and safety concerns).</i></p>		