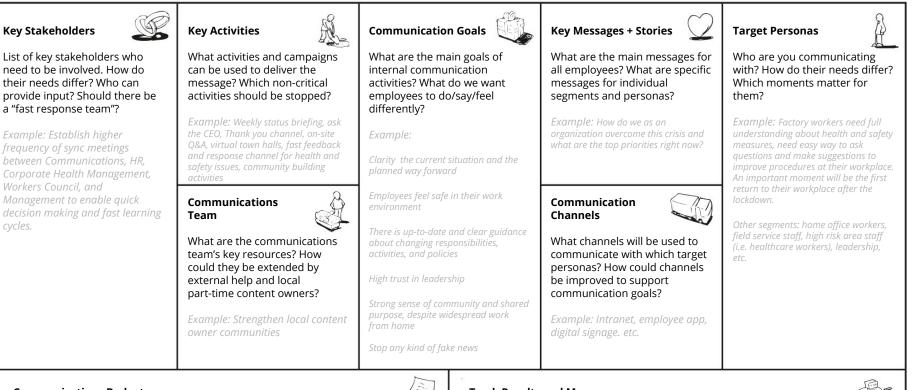
## Create Your Own: The Communications Plan for the 'New Normal'

## 🕽 Staffbase



## **Communications Budget**

What is your communications cost structure? What changes to the budget are needed and why?

*Example: Save budget on non-critical activities, faster retirement of inefficient and slow communications channels, faster launch of new digital channels.* 



## Track Results and Measure



How do you define success? What are output and outcome metrics?

*Example:* Output (regular CEO status updates), outcome (pulse survey shows strong trust in leadership, low number of health and safety concerns).