

HOW TO MAKE YOUR INTERNAL COMMUNICATIONS WORK FOR YOUR TEAM: PLANNING CHECKLIST

FIRST QUARTER

- ✓ Define your brand.
- ✓ Articulate your business objectives.
- ✓ Spell out your vision, mission and values.
- ✓ Articulate your personality and voice.
- ✓ Identify the actions that prove alignment.

SECOND QUARTER

- ✓ Specify your communications needs.
- ✓ Establish your core team.

THIRD QUARTER

- ✓ Define your target audience.
- ✓ Conduct initial audience research and keep listening.
- ✓ Segment and prioritize your audiences.
- ✓ Articulate the desired change for each.
- ✓ Formulate SMART (specific, measurable, achievable, realistic, time-sensitive) objectives, strategies and tactics.

FOURTH QUARTER

- ✓ Ensure your leaders understand the personal effort it takes for them to support a successful program and reserve their time accordingly.
- ✓ Identify resources throughout the organization and communicate expectations for time and involvement, and co-creation of content.

OVERTIME

- ✓ Leverage tactics that feel more human (mobile, video, in-person).

DEVELOPING A PLAN FROM A STRONG STRATEGY REDUCES THE RISK OF A FAILED COMMUNICATIONS INVESTMENT AND INCREASES YOUR CHANCES OF REALLY CONNECTING WITH EMPLOYEES.

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