

COMMUNICATION ACTION PLAN

Create a communication plan that best fits your organization! Get started using the outline below.

Purpose: Define the Purpose of the Program

Start by clearly defining the purpose of the recognition program. What do you want this program to accomplish? Examples include:

- Increase Employee Satisfaction by XX%
- Create a Corporate Culture of Recognition Where Managers and Employees Recognize Each Other in a Meaningful Way
- Reinforce Corporate Values By Identifying a Values Champion
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What: Define Key Messages

List the three things you want members of your organization to know about your program. Add more key messages if necessary. Examples include:

- The Program is Ongoing and Anyone Can Participate
- Recognition Happens in Three Ways: Day-to-Day, Informal, and Formal
- A Recognition Program can Decrease Employee Turn Over and Increase Employee Satisfaction
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Who: Define Your Audience

List the groups of employees (departments, floors, locations, individuals) you want to communicate with. Examples include:

- IT Department
- All Field Sales Representatives
- Upper Management
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How: Define Your Communication Tools

How will you get your message out to your audience? What tools will you use?

Examples include:

- Posters
- Paycheck Stuffers
- Company Intranet
- Company Newsletter
- Manager-Directed Meetings and Conversations with Employees
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When: Create a Timeline

Next create a timeline for your program. Identify the major milestones in your program and set a deadline for each.

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Communication Plan Matrix

Use the communication plan matrix below to outline each major communication milestone in your program.

Category	Message "What?"	Audience "Who?"	Method "How?"	Other Resources	Timeline "When?"
Launch					
Skill Building					
Procedures					
General News					
Changes					
Reporting					