Communication Strategy

[Project Name]

*Purpose of document*

* *Make clear the expected approach to communication expected on the project before communication itself is attempted: think why, when, where, how, who*
* *High level timetable for expected communications (which should be later specified in a communications plan)*
* *Clarify roles and responsibilities for communicators and those to be communicated with*

Approvals

|  |  |  |
| --- | --- | --- |
| **Role** | **Name(s)** | **Date signed** |
| Project Sponsor | *e.g. Name &**Title* | *DD/MM/YYYY* |
| Senior User |  |  |
| Senior Supplier |  |  |

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Version Control

|  |  |  |  |
| --- | --- | --- | --- |
| **Version number** | **Description of version change** | **Date** | **Author** |
| *e.g. v0.1* | *Initial draft* | *DD/MM/YYYY* | *Name* |
|  |  |  |  |
|  |  |  |  |

# Exec Summary

*[The purpose of the communication plan is to ensure the XXXXXX Project relevant, accurate and consistent project information to project stakeholders and other appropriate audiences. By effectively communicating the project can accomplish its work with the support and cooperation of each stakeholder group.*

*The communication plan provides a framework to manage and coordinate the wide variety of communications that take place during the project. The communication plan covers* ***who*** *will receive the communications,* ***how*** *the communications will be delivered,* ***what*** *information will be communicated and* ***why****, who communicates,* ***when*** *and frequency of the communications and* ***where*** *this will take place (e.g. email, in a meeting).]*

# Objectives

*[Effective and open communications is critical to the success of the project.*

*The key communication objectives for the project are:*

* *Promote and gain support for the XXXX Project*
* *Give accurate and timely information about the project to staff*
* *Provide additional information to stakeholders of the current services*
* *Ensure a consistent message is delivered*
* *Encourage use of project management best practices in delivering the project]*

# Purpose and Target Audiences

*[This section identifies the audiences targeted in this Communication Plan, and the purpose of communicating with each audience. A complete list of the participants in each audience can be included as the Appendix to the document if necessary. Examples provided below:]*

| **Audience** | **Communication and Purpose** |
| --- | --- |
| *Project Sponsor* | *Setting project boundaries and tolerances; Chair of project board; deciding vote in Board (if no majority vote reached)* |
| *Trust executive team**(e.g. TMC, ISSG)* | *Trust strategy; business case approval on e.g. changes to operations and necessary procedures and policies* |
| *Board members* | *Directing project through its stages, decision-making outside of project tolerances and removing barriers where necessary* |
| *Department(s) / Directorate(s) involved* | *Departmental strategy, changes to procedures or policies, resources for project activity* |
| *Project manager* | *Project Strategy, impact due to changes in procedures or policies, project deliverables, project progress* |
| *Project team* | *Project direction, deliverables, clear and specific direction and delegation of tasks* |
| *Clinicians / subject matter experts*  | *Impact of changes being implemented, highlighting risks and supporting business change* |
| *Third party – service providers* |  |
| *Third party – governing bodies* |  |

# Messages and Delivery

The following outlines the targeted audiences, the key communication messages to be delivered, and the method for delivering the information, the communicator, and the frequency of the delivery.

| **Audience** | **Message** | **Delivery Method** | **Delivery Frequency** | **Communicator** |
| --- | --- | --- | --- | --- |
| *Project Sponsor* | *Exception reporting (e.g. deviation from plan, cost, scope or benefits; high impact risks, issues, assumptions and dependencies)* | * *Board meeting*
* *Highlight report*
* *Ad hoc contact for high impact items if e.g. reaching critical status*
 | *Monthly* *Monthly**Ad hoc* | *Project Manager* |
| *Trust executive team**(e.g. TMC, ISSG)* |  | *Exec report*  |  |  |
| *Project Board**Including Project Sponsor* | *Exception reporting (e.g. deviation from plan, cost, scope or benefits; high impact risks, issues, assumptions and dependencies)* | * *e.g. Presentation slides*
* *Highlight report*
 |  |  |
| *Department(s) / Directorate(s) involved* |  |  |  |  |
| *Project team* |  | * *Weekly project team meetings*
* *1-1s*
 |  | *Project Manager* |
| *Clinicians and specialist staff*  |  |  |  |  |
| *Third party – service providers* |  |  |  |  |
| *Third party - governing* |  | *Impact of changes being implemented, highlighting risks and supporting business change* |  |  |

# Message Templates

The section outlines the contents of the key communications.

*[Enter the key communications for your project and the major items of information that will be included in each communication.*

*For example:*

*A Project Briefing might include:*

***-*** *Goals of the project*

* *Project Status*
* *Project Problems and Issues*
* *Project Checklist]*