**Communication Briefing Template**

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| Impact |  |
| * What does success look like?
* What are the business outcomes that will signal success?
* What do we want to see in terms of performance, participation, pride, promotion?
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| Influence |  |
| * Who are the influencers?
* Who do we want to influence? Who are the influencers? Will they help or hurt you?
* Do they need information/training/process to be successful?
* What are the key messages? What do we want them to be aware of, understand, do, and believe?
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| Integrate |  |
| * How can we connect the dots to reinforce?
* Is this program/initiative/communication supported by our mission, vision, strategy, brand, values?
* What else is going on in the organization that will help you?
* What is going on in the organization that may get in your way? Say/Do – Inconsistencies – Credibility - Trust
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| Interact |  |
| * What do we know about the target audience?
* Should we do some research formally/informally?
* Can we create a stakeholder map – Who are they? What do they know? What are their attitudes/opinions/beliefs? What tools do they use? What are their needs?
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| * Implement
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| * What should we do to do get the results we want?
* What are the strategy, tactical plan to get the results in the more effective and efficient way possible?
* What is the budget? What is the timeline
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