**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? |  |
| 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? |  |
| 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? |  |
| * Implement |  |
| * 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 |  |