

Communication Strategy Template

Prepared by:

1. Situation

Summary: *(brief overview of current situation and issues to be addressed)*

Considerations: *(summary of environmental influences and relevant company changes)*

2. Objectives

Communication Objectives: *(performance metrics, process improvements etc. to be achieved)*

Company Goals: *(alignment to overall company objectives or KPIs)*

3. Tactics

Tactical Activity: *(summary of key activities including audiences, timing and success measures)*

- 1.
- 2.
- 3.

Who's Involved: *(staff or teams required to support activities)*

Resource Requirements: *(technology, tools, budget or other requirements)*