## BUILD YOUR OWN TEMPLATE

**Once you have gone through our internal communications strategy guide, use this strategy template to plan your communications for each quarter.** Work your way through each of the headings and sub-headings to stay on track.

Once completed, share your brand new Internal Communications Strategy with your Working Party, IC colleagues and Senior Management.

Most importantly, put all your hard work into action!

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| **Before you start** | * Internal Research – How have your communications have been performing?
* Working Party – Who are your supporters? No more than 8-10
* Define Outcomes – What do you want to achieve?
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| **Situation**Where are you now? | * Current situation analysis
* Main objectives
* Composition of your organization - No. of staff, locations, departments, demographics, technology etc.
* Review of communication channels
* Audience segmentation – generations etc.
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| **Objectives and Communication Priorities**Where do you want to be? | * Communication priorities
* Objectives
* Channel choices – Email, newsletter, intranet, notification, video, printed posters etc.
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| **Solutions and Tactics**How to get there? | * Build comms plan (see spreadsheet)
* Consider staff surroundings
* Evaluate and evolve
* Feedback
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| **Revise Strategy and Repeat the Process** | * Evaluate and evolve for continual improvement – What went well, what didn’t go so well?
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