

Outside-In Communications Planning Tool



Your Change Objective:

E.g. Implementing a new e-procurement platform in order to improve efficiency, compliance and accountability

The Need For Communications:

E.g. Employees need to be aware of the initiative in order to prepare for training, support the transition to the e-procurement platform, and ensure that they understand that the system is part of shifting our operations and culture to emphasize efficiency, compliance and accountability

Audience Analysis:

Audience <i>Who do you need to reach?</i>	Relevance <i>What is particularly meaningful to the audience?</i>	Results <i>What do you want the audience to do as a result of receiving this information?</i>	Message <i>What do you want to convey? Consider the intellectual and emotional dimension.</i>	Vehicle <i>What's the best way to share your message? Favour face-to-face and opportunities for dialogue where possible.</i>
<i>E.g. Procurement staff</i>	<i>E.g. The change is happening in their sector so they are most directly affected and will be concerned about impact on their jobs</i>	<i>E.g. Be enthusiastic about the change, help contribute subject matter expertise to the deployment, champion effective use</i>	<i>E.g. The e-procurement system will liberate procurement staff from routine, repetitive work so that the team can contribute at a more strategic, value-added level</i>	<i>E.g. Bi-weekly staff meetings</i>