

ORGANIZATIONAL COMMUNICATION PLAN

1. Initiative Overview

Purpose of Communication:

(Why this communication is needed. What problem, change, or opportunity is driving it? How does this initiative support a welcoming and accessible workplace or guest experience?)

Initiative / Project Name:

Sponsor / Executive Owner:

Primary Lead / Coordinator:

Timeline:

(Start date – End date)

Accessibility Considerations at launch:

- Language clarity (plain language, minimal jargon)
- Reading level appropriate for broad workforce/target audience
- ADA-accessible formats (screen reader compatible, alt text, captioned video)
- Translation needs identified (if applicable)
- Scheduling considerate of varied shifts and access

2. Objectives

What should this communication achieve?

- Inform
- Educate
- Gain buy-in
- Change behavior
- Reduce confusion or risk
- Meet compliance or accreditation requirements
- Reinforce culture or values

Specific objectives:

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Inclusion Check:

How will this communication ensure all employees can understand what is expected of them?

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3. Key Messages

What are the 3–5 core messages that must be understood?

Priority Message	Notes / Framing
1	
2	
3	
4	
5	

Tip: If people remember only *one* thing, it should be Message #1.

Clarity Test:

Is the message written in plain language?

Are expectations clearly stated?

Is the “why” explained?

4. Audience Analysis

Identify who needs the information and what they need to know.

Audience	What They Need	Tone	Potential Concerns

Equity Check:

Have we considered:

- Hourly vs salaried staff?
- Shift workers?
- Volunteers?
- Field staff without regular computer access?
- Employees with disabilities?

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5. Communication Channels

How the message will be delivered.

- Email
- In-person meetings
- Team Meeting
- Managers' Meeting
- Senior Staff Meeting
- Town Hall
- HUB
- TEAMS
- Printed materials
- Training sessions
- FAQ document
- Other: _____

Access Check:

Will all intended audiences realistically receive this communication through these channels?

6. Message Cadence & Timing

When communications will occur.

Date / Phase	Audience	Channel	Message Owner

Timing Consideration:

Are we allowing adequate time for understanding, questions, and feedback?

7. Roles & Responsibilities

Who is responsible for what?

Role	Responsibility
Sponsor/Executive Owner	
Communications Lead	
Managers / Supervisors	
HR /Comms Review	

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8. Manager Enablement (If Applicable)

How leaders will be prepared to communicate consistently.

- Talking points
- FAQs
- Sample scripts
- Training session
- One-on-one support

Consistency principle:

Managers should communicate the same expectations, not interpretations.

9. Feedback & Two-Way Communication

How feedback, questions, or concerns will be collected.

- Live Q&A
- Anonymous form
- Email inbox
- Surveys
- Manager check-ins
- Listening sessions

Owner of feedback review:

Psychological Safety Check:

Does the feedback method allow employees to ask questions without fear of retaliation or embarrassment?

10. Risks & Mitigation

What could go wrong—and how will it be addressed?

Risk	Mitigation Strategy

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11. Metrics & Success Measures

- How success will be measured.
- Engagement (opens, attendance)
- Understanding (survey results)
- Behavior change
- Compliance
- Reduced questions/issues
- Qualitative feedback

Equity Lens:

Are outcomes consistent across departments and demographics?

Notes:

Review Date:

Owner:

12. Approval & Review

- Manager: _____ Date: _____
- HR* _____ Date: _____
- Executive Leadership _____ Date: _____