Create Your Own Communications Plan for the "New Normal"

Staffbase

Key Stakeholders

List the key stakeholders who need to be involved. How do their needs differ? Who can provide input? Should there be a "fast response team"?

Example: Establish a higher frequency of sync meetings between Communications, HR, Corporate Health Management, Works Council, and Management to enable quick decision making and fast learning cycles.

Key Activities

What activities and campaigns can be used to deliver the message? Which non-critical activities should be stopped?

Examples: Weekly status briefing; Ask the CEO; Thank You Channel; on-site Q&A; virtual town halls; fast feedback and response channel for health and safety issues; community building activities.

Communications Team

What are the communications team's key resources? How could they be bolstered by external help and local part-time content owners?

Example: Strengthen local content-owner communities.

Communication Goals

What are the main goals of your internal communication activities? What do we want employees to do/say/feel differently?

Examples:

Clarify the current situation and the planned way forward.

Make employees feel safe in their work environment.

Provide up-to-date and clear guidance about changing responsibilities, activities, and policies.

High trust in leadership.

Strong sense of community and shared purpose, despite widespread work from home.

Stop any kind of fake news.

Key Messages & Stories

What are the main messages for all employees? What are specific messages for individual teams and personas?

Example: How do we as an organization overcome this crisis and what are our top priorities right now?

Communication Channels

What channels will be used to communicate with which target personas? How could channels be improved to support communication goals?

Examples: Intranet, employee app, digital signage, etc.

Target Personas

With whom are you communicating? How do their needs differ? Which moments matter for them?

Example: Factory workers need a full understanding about health and safety measures and an easy way to ask questions and make suggestions to improve procedures at their workplace. An important moment will be their initial return to the front line after the lockdown.

Other segments: home office workers; field-service staff; high-risk area staff (i.e. healthcare workers); leadership; etc.

Communications Budget

What is your communications cost structure? What changes to the budget are needed and why?

Examples: Save budget on non-critical activities; faster retirement of inefficient and slow communications channels; faster launch of new digital channels.

Track Results and Measure

How do you define success? What are the output and outcome metrics?

Examples: Output — regular CEO status updates; Outcome — pulse survey shows strong trust in leadership, low number of health and safety concerns.