

**Connecting today’s workforce with tomorrow’s demands.**

**Communication Strategy Framework\***

[Please use this template to help the agency communicate your succession planning efforts. This template covers all the elements necessary to set objectives, develop messages, prioritize audiences, plan activities, evaluate success, and estimate time and budget.]

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| **Communicate objectives and key messages.** This should be a clear, detailed statement of the agency’s objectives for communicating the strategy and benefits of succession planning. This could include an outline of the agency’s strategic plan and any major initiatives on which this the agency will be working. | |
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| **Key audience.** To whom is this particular message going? What are the priorities with which you want to task this audience? This should have clear direction on expectations and the piece of the planning they are responsible for, along with timelines and who to contact for help, questions and additional information. | |
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| **Target audience.** | **Preferred method of communication.** |
| How will you reach this audience – newsletter, email, training, website, staff meetings? In some instances multiple means of communication are appropriate depending on the work the employee does and if they have access to a computer. | |
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| **Goal setting and plan.**  A successful communication plan can easily be tracked similar to a project noting deadlines and responsibilities. Remember to include an area to note success when goals are reached, an area for budget and an area for appropriate assignments. Below is a suggested plan for you to follow. Don’t forget to review and update your list often! | | | | |
| **Activity** | **Assigned to** | **Budget/Resources** | **Deadline/Timeframe** | **Goal Reached** |
| Ex. Leadership meeting agenda item | Director Johnson | Copying costs of succession planning guide $150 | 9.15.18 | 9.12.18 |
| Ex. Send out agency-wide communication regarding succession planning | Communications Team | No cost | 10.1.18 |  |
| Ex. Load message to agency intranet | Human Resources Communications Teams | No cost | 10.1.18 |  |
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| **Evaluating success.**  How will you know if your communication plan is a success? What measurements and indicators will you use to evaluate your success? Finally – don’t forget to communicate your success! Congratulate employees for a job well done. | | | | |
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\*Adapted from the State of Delaware’s workforce communication strategy [document](http://hrm.omb.delaware.gov/orgdev/documents/workforce_comm_strategy_template.pdf).