

Communication Strategy Worksheet

POST METHOD

Project:

Goal:



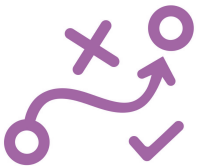
PEOPLE

Who are you trying to reach? How do they prefer to receive information? Start a communication strategy by understanding your audience and their preferences.



OBJECTIVES

What are you trying to accomplish with your communication? Decide on your objectives before you choose which tools to use.



STRATEGY

How does communication support your objectives? What will success look like? How will you get your project to embrace a communication strategy? Create a plan for meeting your objectives that considers your organizational culture and resources.



TECHNOLOGY/TOOL(S)

What communication tools best support your objectives and your audience's needs? How many hours do you need to allocate to using this tool? Select tools after considering your audience, objectives, and strategy.