# Communications Planning Template

Planning a communications strategy does not have to be complex. Use the information in this document to help you think through how you will communicate with your key project stakeholders.

## Communications Strategy

Create and use a communications plan to keep your project stakeholders informed and to help you manage the impact of something not going to plan.

Good messaging can help prevent or reduce many project delays. It’s not uncommon for projects with poor messaging/communications to get killed off or slowed down.

Be thinking ahead of time: If something goes wrong, what am I going to do about it? Act early! Be preemptive!

Essential components of a project communications strategy:

* With whom should I communicate?
* What is my goal when communicating with him/her?
* How often will I communicate with him/her?
* What medium should I use?

## Template

Use a simple template of this nature to help you plan how you will communicate w/ project stakeholders.

### Communications Strategy (Status Reporting, Messaging)

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| --- | --- | --- | --- | --- |
| **Stakeholder** | **Goal** | **Frequency** | **Medium** | **Comment** |
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## Worked Example

### Communications Strategy (Status Reporting, Messaging)

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| --- | --- | --- | --- | --- |
| **Stakeholder** | **Goal** | **Frequency** | **Medium** | **Comment** |
| *Project Sponsor* | *Keep informed of project progress, obstacles, early warnings* | *Weekly* | *Weekly Summary doc (PDF), email* | *S. Jones may not respond but wants these weekly.* |