

Communication Plan Template

Clarity isn't what you say once - it's what people keep hearing.

Why this matters:

In the execution phase, communication is your most visible leadership behavior.

Planned, consistent messages create stability - especially when change is fast.

Use this template to ensure every key audience hears the right message, at the right cadence, from the right person.

Audience	Message / Purpose	Format / Channel	Timing	Owner	Notes
Example: Board	Progress on 100-day deliverables; key risks	1:1s and summary email	Weekly - end of week	You	Keep high-level; emphasize outcomes, not activity