

Change Communication Plan Template

Clear, consistent communication is critical to successful change. This template provides a structured approach for planning, delivering, and monitoring communication throughout a change initiative, ensuring people understand what is happening, why it matters, and how it affects them.

1. Purpose of This Tool

- ☐ Define communication objectives for the change initiative.
- ☐ Ensure consistency and alignment across all audiences.
- ☐ Build understanding, trust, and engagement.
- ☐ Anticipate and address resistance through timely messaging.
- ☐ Measure communication effectiveness and adapt as needed.

Tip: Communication should move people from awareness to understanding, then to commitment.

2. Change Overview

Field	Details
Change Initiative Name	
Sponsor	
Change Manager	
Implementation Start Date	
Expected Completion Date	
Last Updated	

- ☐ Record the key details before building the communication plan.

Tip: Keep one central version of the plan to maintain alignment across stakeholders.

3. Communication Objectives

Objective	Description
Awareness	Ensure everyone knows that change is happening and why.
Understanding	Explain what the change involves and how it affects people.
Engagement	Encourage participation and feedback.
Commitment	Secure active support and adoption of new behaviours.

☐ Identify which objectives apply to each phase of the change.

Tip: Tailor objectives to audience needs - not all stakeholders require the same depth of information.

4. Audience Analysis

Audience	Interest Level (H/M/L)	Influence Level (H/M/L)	Key Concerns	Information Needs	Preferred Channels
Leadership Team					
Line Managers					
Employees					
Customers					
Partners / Suppliers					

☐ Segment audiences to ensure each receives relevant, targeted communication.

Tip: A one-size-fits-all message rarely works - tailor language and timing for each group.

5. Key Messages Framework

Phase Message Theme Core Message Supporting Detail Call to Action

Awareness

Understanding

Engagement

Commitment

☐ Define clear, consistent messages for each phase of the change journey.

Tip: Use plain, direct language - clarity builds confidence.

6. Communication Channels

Channel	Purpose	Frequency	Owner Notes
Email Updates	Inform and update broad audiences.	Weekly / Fortnightly	
Virtual Town Halls	Build connection and alignment.	Monthly	
Team Meetings	Provide two-way discussion and feedback.	Weekly	
Intranet / Portal	Central source of truth for all change updates.	Continuous	
Posters / Visual Aids	Reinforce key messages in physical or digital spaces.	As needed	

☐ Choose a mix of channels that reach all audiences effectively.

Tip: Reinforce messages through multiple formats - people absorb information differently.

7. Communication Schedule

Date Audience Message / Topic Channel Owner Status

☐ Create a rolling plan for message delivery, review, and updates.

Tip: Maintain flexibility - adjust timing as project milestones shift.

8. Feedback and Engagement Plan

Method	Purpose	Frequency	Responsible Person
Surveys / Pulse Checks	Measure awareness and sentiment.	Monthly	
Q&A Sessions	Address employee questions directly.	Bi-weekly	
Feedback Channels	Capture ongoing input (email, chat, form).	Continuous	
Focus Groups	Gather in-depth perspectives.	As needed	

☐ Include two-way communication methods to ensure voices are heard.

Tip: Listening demonstrates respect and strengthens trust.

9. Risk and Issue Management

Risk / Issue Description Impact (H/M/L) Mitigation Action Owner

☐ Identify potential communication risks early - such as misinformation, overload, or low engagement.

Tip: Monitor tone and feedback across channels to detect early warning signs.

10. Success Measures

Metric	Target	Measurement Method	Review Frequency
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Email Open Rate			
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Attendance at Events			
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Feedback Participation Rate			
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Understanding / Awareness Scores			
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Adoption Rate			
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☐ Define what success looks like and how it will be measured.

Tip: Combine quantitative and qualitative metrics for a full view of effectiveness.

11. Communication Governance

Role	Responsibility
Sponsor	Provides leadership and visible endorsement.
Change Manager	Oversees delivery of the communication plan.
Communications Lead	Develops content and ensures consistency.
Line Managers	Cascade key messages and collect feedback.

☐ Clarify accountability for communication planning and execution.

Tip: When everyone owns communication, no one owns clarity - assign roles clearly.

Notes

12. Review and Improvement Log

Review Date Feedback / Findings Adjustments Made Next Review Date

☐ Review effectiveness regularly and refine messages based on audience response.

Tip: Communication must evolve with the change - keep it active and responsive.

How to Use This Template

Use this template to plan all communications related to a change or transformation initiative. Review and update it weekly to keep stakeholders informed and engaged. Combine it with the Stakeholder Engagement Map and Resistance Management Framework to ensure comprehensive change delivery.

Notes