Communication & Training Plan

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1. Introduction

This document is part of the overall “people” change management initiative for the XYZ program.

The Communication plan identifies the different communications to be developed and available for use as well as the roles to be communicated to and who should “send” the message.

The plan identifies what to whom, when, and how communication should be performed.

## Communication Strategy

The communication strategy ensures that the right person (role) communicates a valid message at an appropriate time using a compelling format.

The primary “players” contribute differently to the success of the change within the different ADKAR elements. For example the VP’s / Senior Director’s play a key role of building awareness and desire as well as reinforcement.

When defining who should communicate what message and in which format the below table will help design the communication plan at the different stages of the implementation.

| **Roles** | **ADKAR Elements** | | | | |
| --- | --- | --- | --- | --- | --- |
| **A** | **D** | **K** | **A** | **R** |
| **VP / Senior Director** (e.g. NN, NN) | **X** | **X** |  |  | **X** |
| **Service Owner / Sponsor** (e.g. NN, NN ) | **X** | **X** |  |  | **X** |
| **Director** (e.g. NN, NN) | **X** | **X** |  |  | **X** |
| **Program/Project Managers** (e.g. NN, NN) | **X** |  |  |  |  |
| **Service Manager** (e.g. NN, NN) | **X** | **X** | **X** | **X** | **X** |
| **Manager / Team Leads** (e.g. NN, NN) | **X** | **X** | **X** | **X** | **X** |

1. Change Management Approach

The Change Management approach is comprised of three high level steps and can be executed rapidly (WHO – HOW – WHAT).

This is a structured approach and will generate a detailed Communication and Training plan.

1. **WHO are being impacted (groups/users)**?
   * Service Requestors / Users (who has used this service in the past 12 month)
   * Manager approvers (who has approved this in the past 12 months)
   * Service Testers (UAT)
   * Focus Group / Pilot Users (will there be a pilot?)
   * Service Fulfillers
   * Support (CSC – OHD) – scripts & knowledge articles etc.
2. **HOW will each group be impacted?**For each group we should answer the following questions:
   * What is changing for this group?
   * What is not changing for this group?
   * What is driving the change, why are we changing?
   * What does success look like?
   * Who is going to lose/gain what?
   * What happens if we (you) do NOT change?
3. **WHAT communication and training** is needed (Particulars & Special Tactics)
   * How much people change management is needed for this service?
   * What Particulars and Special Tactics are required for the identified group (communications, newsletters, web information, FAQs, training, lunch & learn, group meeting, virtual meeting, hands on examples, role play… etc.)

These three steps is the foundation for building the communication and training plan as well as the artifacts required (slides, training etc.) to execute the plans!

1. Standard Communications & Training Catalog

The standard communications & training catalog lists available communications, presentations and training that can be used for any of the impacted groups and how they relate to the ADKAR elements.

Communications are ongoing or ad-hoc and contribute significantly to build the awareness and provide reinforcement during and beyond the project.

PowerPoint presentations that are used to provide awareness and reinforcement of the ITSM program.

Standard training provides knowledge and the skills needed for the targeted audience e.g. the Service Desk.

### Presentations, Training and Artifacts

This catalog of presentations, training and activities will be updated when a new artifact has been developed that are useful for any service implementation e.g. manager approval training.

| **Type** | **ADKAR** | **Provisioning** | **Description & Objective** |
| --- | --- | --- | --- |
| PPT | Awareness | Manager / Team Leads  Ad-hoc | This is a 20-30 min presentation that focuses on building awareness of program and the benefits of the implementation. |
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# Detailed Communication & Training Plan

The following communications must be carefully planned and delivered to build awareness, create buy-in and generate momentum for the program being implemented.

The below communication & training plan becomes a permanent record of executed and upcoming activates.

## Communication Plan

|  |  |
| --- | --- |
|  | Completed |

| **Description**  **(WHAT)** | **Delivery Mechanism**  **(HOW)** | **Purpose**  **(WHY)** | **Responsible Developer & Sender**  **(DEVELOPER, SENDER)** | **Date / Timing**  **(WHEN)** | **Group A** | **Group B** | **Group C** | **Group D** | **Group E** | **Group F** | **Group G** | **Notes** |
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