A structured approach to create a communication and training plan comprised of three high level steps that and can be executed rapidly (WHO – HOW – WHAT).

Schedule the following meetings:

1. **WHO**: Initial meeting, identify groups and the person that can provide additional information about the members of each group. Identify meeting participants for future meetings. Facilitator collect all data before 2nd WHO meeting
2. **WHO**: Confirmation of the groups and the members of each group. Identify groups that were missed in the initial meeting and identify members and contact person for new groups.
3. **HOW**: Initial meeting, identify for each group how the members of that group will be affected e.g. Service Desk will receive requests about this new application/process/system we are implementing.   
   -> Separate 2nd HOW meeting for each group might be required
4. **HOW**: Confirmation of how each of the groups will be impacted (meeting with all contacts for the groups)
5. **WHAT**: Initial meeting, identify what activities each group require to be aware of the change, have the desire to participate and the knowledge to change and the ability to perform the new tasks and activities.

-> Separate WHAT meetings for each group might be required

1. **WHAT**: Confirmation that the activities identified for each of the groups (meeting with all contacts for the group)

**Template to use for the activity: WHO-HOW-WHAT\_TEMPLATE.ppt** ([www.tmanthey.com/speaker.html](http://www.tmanthey.com/speaker.html))

1. **WHO is impacted by tis change (groups/users)**?
   * Users (who will be the users of this application, tool or service?)
   * Manager approvers (who needs to approve – e.g. service in service catalog)
   * Testers (UAT)
   * Focus Group / Pilot Users
   * Fulfillment teams (if implementing a service)
   * Support (Service Desk, 2nd level etc.) – 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 change?  
     The Change Management Strategy document will be input to the activity
   * 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.)

Now we can build the Communication and Training Plans and artifacts required for the execution (slides, training etc.)