

Communication Plan: AI Integration Initiative

1. Executive Summary

This detailed communication plan supports the broader change management strategy for the AI Integration Initiative. Its purpose is to ensure all stakeholders receive timely, relevant, and empathetic information throughout the project lifecycle. The plan is structured around three key phases: **Awareness** , **Understanding** , and **Reinforcement** . Each phase has specific messages, channels, and audiences tailored to address potential resistance, build trust, and drive successful adoption.

2. Communication Plan by Phase

This table outlines the specific actions, audiences, and timing for each stage of the initiative.

Phase 1: Awareness (Pre -Launch - 2 to 3 months before pilot)

The goal of this phase is to introduce the vision and strategic rationale, building a foundation of trust and addressing initial fears.

Key Message	Audience	Communication Channel	Timing
A New Chapter: Our Vision The CEO's message of "empowerment, not replacement" and the strategic vision for the company's future.	All Employees	CEO-led Town Hall Meeting (live & recorded)	Month 1
Why We're Changing An explanation of the competitive landscape, climate challenges, and the need to innovate to attract talent.	All Employees	All-hands Email from CEO; Intranet article	Month 1
What's Next for You A high-level overview of the phased approach, including the pilot program and a promise of dedicated support.	All Employees	All-hands Email from CEO	Month 2
Manager Readiness Briefing Details for managers on how to lead	Managers	Leadership Briefing/Dedicated	Month 2

Key Message	Audience	Communication Channel	Timing
the conversation with their teams and what resources will be available to them.		Workshop	

Phase 2: Understanding & Adoption (During Pilot & Go -Live)

This phase focuses on providing specific, actionable information to help employees understand the personal impact of the change.

Key Message	Audience	Communication Channel	Timing
Your Role with AI Concrete examples of how AI will automate specific routine tasks and how the employee's new role will leverage their expertise.	Impacted Employees (e.g., Field Techs, Call Center)	Departmental Meetings led by Department Heads	Month 3-4
Training is Here Announcement of the training schedule, including links to sign-ups for hands-on workshops and access to the "sandbox" practice environment.	Impacted Employees	Targeted Email from Department Head; Intranet announcement	Month 4-5
Meet Our AI Champions Profiles and video testimonials of long-serving employees who have successfully piloted the new tools.	All Employees	Intranet "AI Champions" series; Company newsletter	Ongoing (Month 4+)
Go-Live is Approaching A final reminder of the go-live date, key support channels (e.g., help desk number), and where to find FAQs.	Impacted Employees	Targeted Email; Digital signage in offices	Week before go-live

Phase 3: Reinforcement & Recognition (Post -Launch)

The objective of this phase is to celebrate success, reinforce new behaviors, and normalize the change as part of the company culture.

Key Message	Audience	Communication Channel	Timing
Early Success Stories Highlighting specific examples of how AI has improved safety, reduced manual workload, or solved a complex problem.	All Employees	Company-wide Newsletter; Intranet news feature	Weekly for the first 2 months post-launch
Recognition of Adoption Publicly celebrating teams and "AI Champions" who have successfully adopted the new tools.	All Employees	Leadership briefings; Departmental meetings; Company newsletter	Ongoing
Progress Report & Metrics A report on key success metrics like adoption rates, reduction in manual tasks, and positive employee feedback.	Leadership, Managers	Leadership Briefing; Internal memo	Quarterly
Sharing Our Success Announcing the submission of the initiative for industry awards and sharing press releases about the company's innovation.	All Employees, External Stakeholders	Company website; Social media; Press release	Ongoing