

**Communication Objective Plan Template**

<b>Change Drivers</b>	<b>Communication Objective</b>
<ul style="list-style-type: none"><li>List of change drivers in order of importance</li></ul>	<ul style="list-style-type: none"><li>Key points that will be communicated to the customer</li></ul>
<b>Top Customer Requirements</b>	<b>Benefits / Key Features to Communicate</b>
<ul style="list-style-type: none"><li>Top customer requirements in order of priority</li></ul>	<ul style="list-style-type: none"><li>Key features and benefits that will be communicated to the customer</li></ul>