

## Communication plan

Implementing a new client / case management system is a big change for your staff. Developing a communications plan will help you to think through the critical elements of what you need to communicate for each of your critical audiences, and when you should communicate with them. This will help take staff on the journey and ensure that they are ready for the change, know what to expect and get the most out of the new system.

### General considerations

- » Begin communicating about the project as early as possible
- » Keep communications clear, understandable, consistent and as short as possible (people are busy)
- » Communicate often enough to keep people informed and engaged
- » Give staff a chance to be consulted at an early stage and involve staff before implementation
- » If you have multiple audiences, try to communicate as simultaneously as possible
- » Include the project and its impact as a discussion point in regular meetings
- » Encourage dialogue – informal and formal
- » Listen
- » Anticipate

When communicating think of the following:

### Why?

Why you are communicating? What is the purpose of this communication? What do you hope to achieve?

1. It could be about the implementation of the case management system i.e. part of project management e.g.
  - a. Informing the board of progress
  - b. Review of the status of the project with the project team
2. It could be about change management
  - a. Introducing the project and its benefit to your staff
  - b. Training on how to use the case management system

### Who?

1. Who is your audience?  
e.g., staff, senior management, project team
2. Who will be responsible for the communication - have the appropriate person deliver the message.
  - a. the staff supervisor to deliver messages that directly impact the staff member
  - b. CEO / general manager to deliver messages about the why – the
  - c. business drivers and business vision

### **How?**

How will the information be communicated? The method of communication, for example:

- » Personally in a meeting, video conference, email, demonstrations, focus groups, posters, training course, FAQ's etc.

### **When?**

How often you will communicate?

- » Weekly, monthly, as needed

### **What?**

What are the communication requirements for all project stakeholders?

- » What does the staff **need** to know?
- » What does the board **need** to know?
- » What level of detail will be provided to each stakeholder?

## **Communication about the change**

- » the current situation and the rationale for the change
- » a vision of the organization after the change takes place
- » the basics of what is changing, how it will change, and when it will change
- » the expectation that change will happen and is not a choice
- » status updates on the implementation of the change, including success stories

## **How the change will impact the employee**

- » the impact of the change on the day-to-day activities of the employee
- » short term wins that are visible and clearly relate to the change (WIIFM – What's in it for me and my clients?)
- » specific behaviours and activities expected from the employee, including support of the change
- » procedures for getting help and assistance during the change

## Communication matrix

A communication matrix is a method of showing the detail of a communication plan at a glance. Below is an example.

| Why?   | How?                 | When?<br>(include date)               | Audience                              | Who is responsible? |
|--|----------------------|---------------------------------------|---------------------------------------|---------------------|
| Introduce the project<br>Review project objectives                                 | Face-to-face meeting | Once<br>Tuesday 5th July              | Project sponsor<br>Project Team Board | Project manager     |
| Introduce the project  | Face-to-face meeting | Once<br>Thursday 7 <sup>th</sup> July | All Staff                             | Project sponsor     |
| Report the status of the project including activities, progress, costs and issues. | Email                | Monthly<br>Last Thursday of the month | Project sponsor<br>Project Team Board | Project manager     |
| Provide update of project  | Email                | Monthly                               | Team leaders                          | Project manager     |
| Provide update of project  | Face-to-face meeting | Monthly                               | All staff                             | Team leader         |