

*An effective **communications strategy** must be aligned with your business and strategic objectives. It must also be situated within the context of the internal and external environment. This template helps you think through the process of developing an effective communications strategy for a corporate or public sector/political/non-profit organization or an event, brand, institution, or entity.*

Sola Abulu & Associates (SA&A) Communications Strategy & Planning Template												
STRATEGY								PLAN				
1	2	3	4	5	6	7	8	9	10	11	12	13
Organizational Context/ Strategic Goals & Current Reality	Business or Strategic Objective	Audience & Stakeholder Groups	Audience & Stakeholder Interest and Issues	What we NEED the Stakeholder to Know & Do	How we WANT the Stakeholder to Feel	Desired Outcome	Key Performance Indicators	Proposed Messaging to the Stakeholder	Proposed Spokesperson to Deliver the Message	Tools & Platform	Time & Sequence	Feedback & Improvement
What is the current context of the business, institution, entity, or the organization, from an internal and external perspective? What is working and what is not?	What are the big goals set for the year or next few years in a business and strategic level? (e.g., milestones, campaigns, initiatives, revenue, operations, costs, new business, partnerships, investment, financing, reputation etc)	Which audiences and/or stakeholder groups are most critical to the achievement of these targeted objectives from an internal and external perspective?	What are your audience segments and stakeholder groups most relevant to your objectives? What do you know about their interest and influence regarding your objectives? What are their issues and concerns about your operations and activities and how can you address them?	What do you need the audience or stakeholder to know and/or do?	This would determine the choices made about how to communicate and engage with the stakeholder and what to say. Content, language, and tone of messaging	What does success look like in measurable terms? What actions would you like to see as an outcome of this process? (This should guide how you develop your communication and engagement plan)	What are the specific and measurable targets that would indicate that we have achieved points 2 and 7, bearing in mind the stakeholder analysis done in points 3 – 6? These KPIs should be tied to the identified objectives in point 2	What messaging is most appropriate for each audience and stakeholder segment bearing in mind points 2 to 7? What is the messaging that you can send that would enable you to ethically achieve a win-win with these stakeholders? How can you walk the talk with your messaging?	Based on the knowledge and analysis of the stakeholder needs and your business and/or strategic objectives, who is/are the best person(s) to communicate and engage with this stakeholder(s) or groups?	Where and when do you engage with this stakeholder? Should you take a reactive or proactive approach? Should it be one-way or 2 way communication, one to one or group? Via the media or closed-door sessions? Owned platforms or shared media? Sponsorships or Social connect sessions etc. More of communication or engagement?	When should the engagement and communication take place and in what sequence?	How do you ensure that you get feedback as to how well the communication has landed or otherwise?

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