

**Internal Communications** is a proactive process of engaging with employees and other internal stakeholders to enable the achievement of your desired outcomes from a productivity or profitability and impact perspective. This template helps you think through the strategy development and planning process.

**Sola Abulu & Associates (SA&A) Internal Communications Strategy & Planning Template**

STRATEGY								PLAN				
1	2	3	4	5	6	7	8	9	10	11	12	13
Name of Event or Activity	Business Context and Strategic Goals	Internal Stakeholder Groups	Internal Stakeholder Interest and Issues	What we NEED 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
This could be a strategic business process, initiative, change management or productivity and efficiency drive or based on an overarching program for the organization	What is the overall business context or strategic objective? Why is it critical to engage proactively with the internal audience at this time? Or for this purpose? What is the big picture plan?	Who are your internal stakeholders? How do they fit into this initiative in the broader context of the overall strategy in points 1 & 2? In order of priority and shared interest or roles? (Internal stakeholders include but are broader than your employees).	What is the point of view and mindset of the relevant internal stakeholder group about this initiative, operation, or activity? What is the history of relationship on this and other relevant matters? Which group is most or least impacted by this change or activity? How can we prioritize based on interest and influence?	What is the key information to convey, and action required of each stakeholder segment? This should guide your message and communication strategy	This would determine the choices made about how to engage the internal stakeholder and what to say. Content, language, and tone of messaging	What does success look like in measurable terms? What is the change you would like to see as an outcome of this engagement plan?	What are the specific and measurable targets that would indicate that we have achieved points 2 and 7. These KPIs should be tied to the identified objectives in point 2	This should be guided by points 2 to 7 in the strategy section. And include messaging on concrete actions that would be meaningful to earning goodwill or achieving the desired outcome	Based on the knowledge and analysis of the stakeholder needs and your business and strategic objectives, who is/are the best person(s) to communicate and engage with this stakeholder(s) or groups?	Where is the best possible location? What kind of engagement should it be and what tools of communication would best support? Group sessions, face to face/onsite or online engagement? Points 3 to 7 should guide the decision on this	When should the engagement and communication take place and in what sequence? Do we engage leaders before their teams or all together?	How do you ensure that you get feedback as to how well the communication has landed or otherwise?