



PROGRESSIVE TECHNOLOGY PROJECT

# Communications Planning



## Kellogg

### ***Elements of a Strategic Communications Plan***

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Determine Goal

Identify and Profile Audience

Develop Messages

Select Communication Channels

Choose Activities and Materials

Establish Partnerships

Implement the Plan

Evaluate and Make Mid-Course Corrections



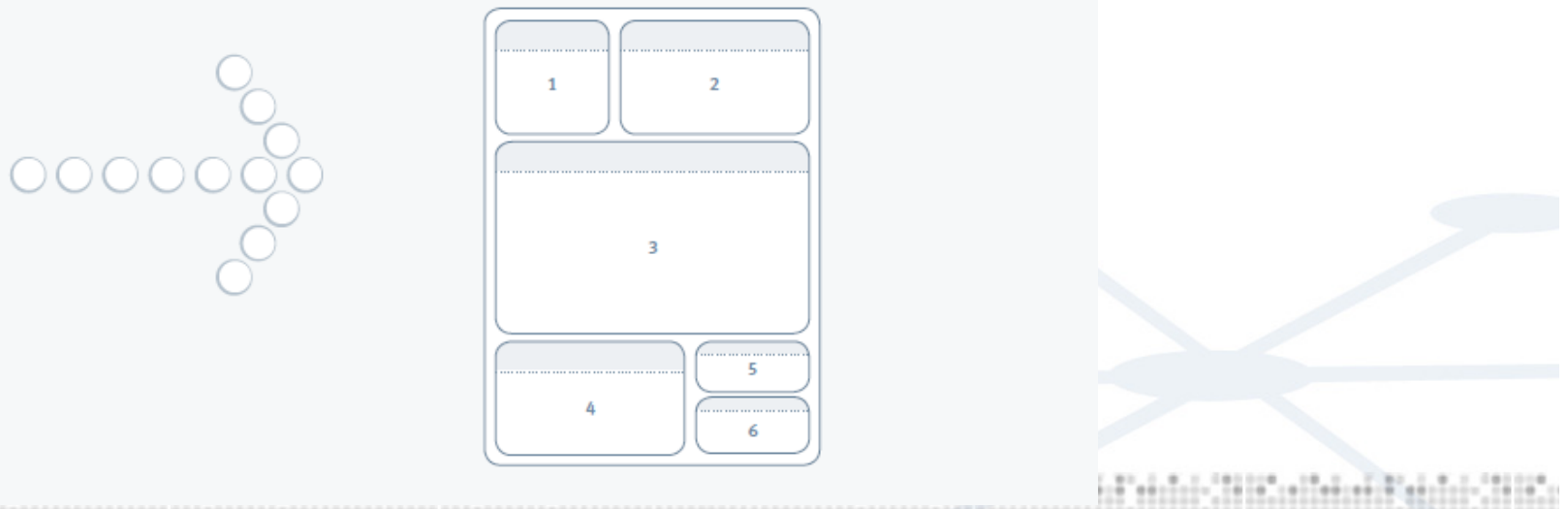
## Smart Chart

The Smart Chart features six major strategic decision sections:

1. Program Decisions (Broad Goal, Objective, Decision Maker)
2. Context (Internal and External Scans and Position)
3. Strategic Choices (Audience, Readiness, Core Concerns, Theme, Message and Messenger)
4. Communications Activities (Tactics, Timeline, Assignments and Budget)
5. Measurements of Success
6. Final Reality Check

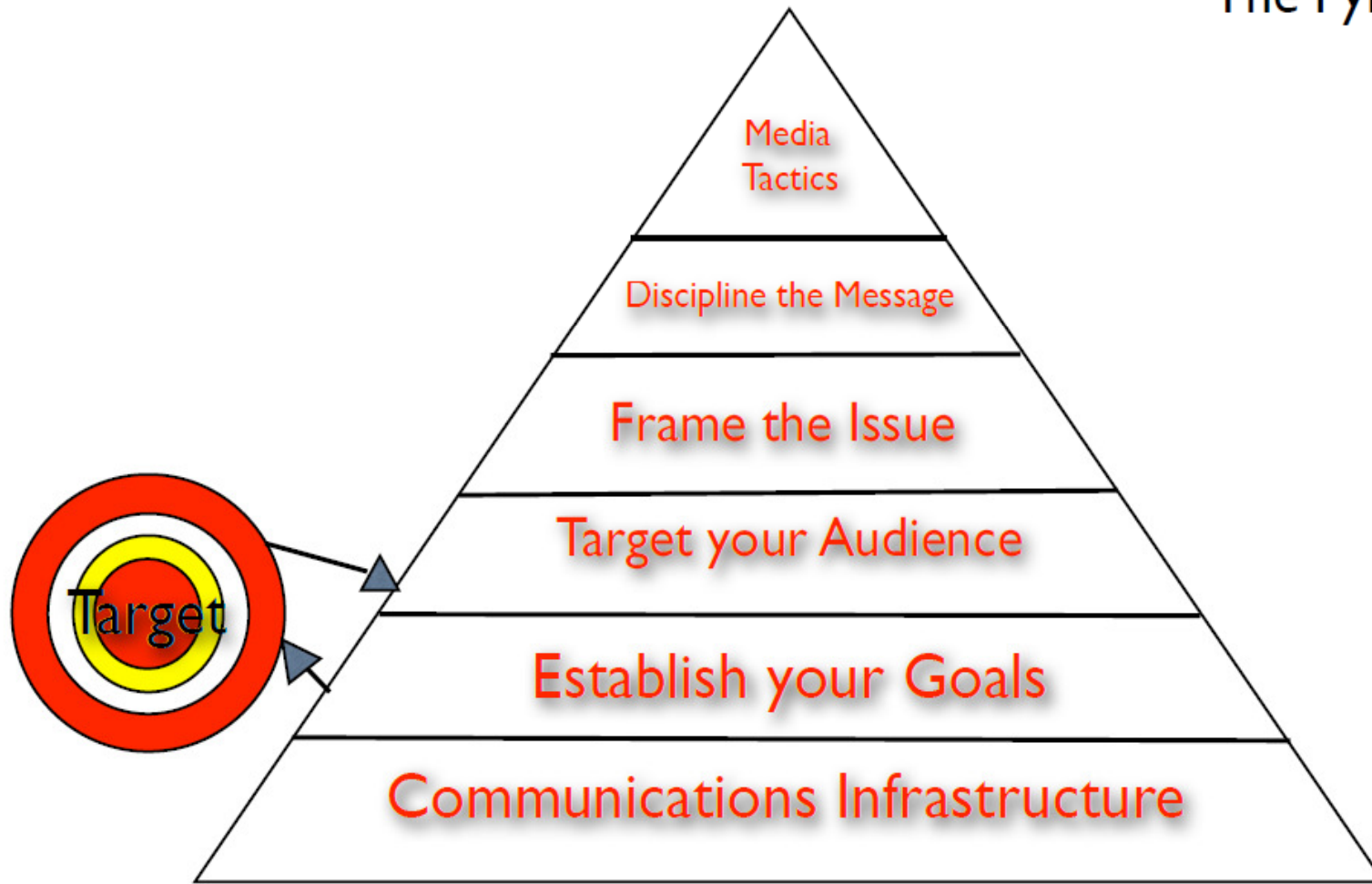
When making your strategic decisions, start with Program Decisions and go in order. Establish your objective before you select a decision maker. If you don't have a clear objective, how will you know who ultimately will make the decision that helps you achieve it? Similarly, audience must come before message. How will you know what to say if you don't know who you are talking to? You get the idea.

Have a solid rationale for each of your decisions. If you are relying on a big assumption to make the decision, examine it to ensure your strategy won't fall apart because of an untested guess. Only with a strong foundation for your decisions can you move on to how to get your messages to the right audience(s) through effective implementation.



## Spin Project

## The Pyramid



## Why use workflows?

- Sharpens ability for you and team to think through everything: sequences of tasks, set priorities, provide clarity, ability to share with others
- Great way to build the team
- Helps to streamline and align the work
- Can quickly ID:
  - Things that are missing
  - Points of connections that need to be made
  - Things that still need a decision



## Workflow Takeaways:

- It's always best to start with Goals
- Start with brainstorming rather than be too precise
- Best if it's a participatory exercise
- Can be simple or complex
- Can be a visual, a narrative, or mixture
- Allows you to be nimble & quick



## Swim Lane

Swim Lane Work Flow	Week 1	Week 2	Week 3	Week 4
Responsible team/person 1	Activity 1			
Responsible team/person 2	Activity 2			
Responsible team/person 3		Activity 3		
Responsible team/person 4				
Responsible team/person 5				

### Swim Workflow

