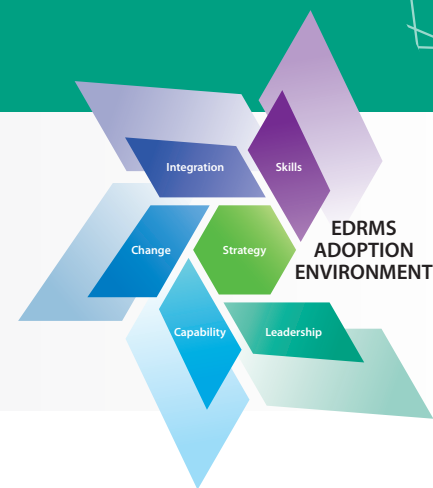


How do I send the right messages?

COMMUNICATIONS PLAN Engaging your stakeholders



Good communication achieves positive action and confidence in the project. Poor communication creates anxiety and negative action. It is difficult, however, to arrive at the right combination of key messages, communication channels and frequency to achieve good communication. And every organisation will have a different pathway dictated by budget, technology, culture and resources.

Good communication is the backbone that supports the overall smooth sailing of an EDRMS project. You get one chance to get your communication model right. The wrong message can lose you the support of the project easily. Let's not lose the chance.

COMMUNICATIONS PLAN

Engaging your stakeholders

What is it?

A communication plan is delivered at two levels. At the first level we determine for each key audience, the key messages and channels to be used for each audience to have them feel, think and then do what is necessary to achieve the EDRMS adoption goal. This is the communications strategy.

At the second level we take the communications strategy and develop a plan which includes the:

- Objective of each planned communication
- Communication event to be used
- Date
- Measure of success
- Roles and responsibilities for each communication
- The actual content and key messages of each communication

How do we go about it?

We interview business stakeholders and the RIM unit to get a good understanding of the key issues, communication preferences and the cultural environment in which the EDRMS adoption objective is to be reached. We conduct workshops including a communication strategy workshop. We evaluate the internal communications team to understand what assistance may be needed to execute the communications strategy.

If desired we convert the strategy into a plan and determine the budget and resource requirements to execute the plan and present the complete plan and rationale for it to the senior management team.

How does it add value?

A communication strategy and plan enables you to determine what needs to be communicated to whom when and how to change their behaviours. It provides you with a specification for using with internal and external communication experts to create and provide access to the collateral in a sequence that maximises the potential to change behaviour.

How do I choose the package?

If you need help with the strategy for communication to change behaviours choose the \$10,000 package. If you need help to plan the communication events for the duration of the project and determine the budget required to execute the plan and present the plan to senior management then choose the \$20,000 package.

Communications Plan package	\$10,000	\$20,000
Historical review	Y	Y
Comprehensive business and Records team interviews	Y	Y
Internal communications evaluation	Y	Y
Communications strategy	Y	Y
Communications plan		Y
Development of effectiveness measures		Y
Communications budget		Y
Senior Management Team presentation		Y
Total days	6	12

All prices GST inclusive. Travel and accommodation included. Conditions may apply.

Call us to discuss your needs



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