



Communication Plan Launch Tool

Build a program launch communication
piece to set program expectations



The
CharityLearning
Consortium

This tool works best when used in conjunction with the other tools in this series

1. Needs Analysis Tool
2. Curation Decision Tool
- 3. Communication Plan Launch Tool**
4. Cultivating Learning in Workplace Communities
5. L&D Playbook for Enabling Busy Managers
6. Power Hour Tool
7. Improving Impact Tool
8. Team Skills Mapping Tool
9. L&D Skills Prioritiser Tool
10. Change Journey Planner



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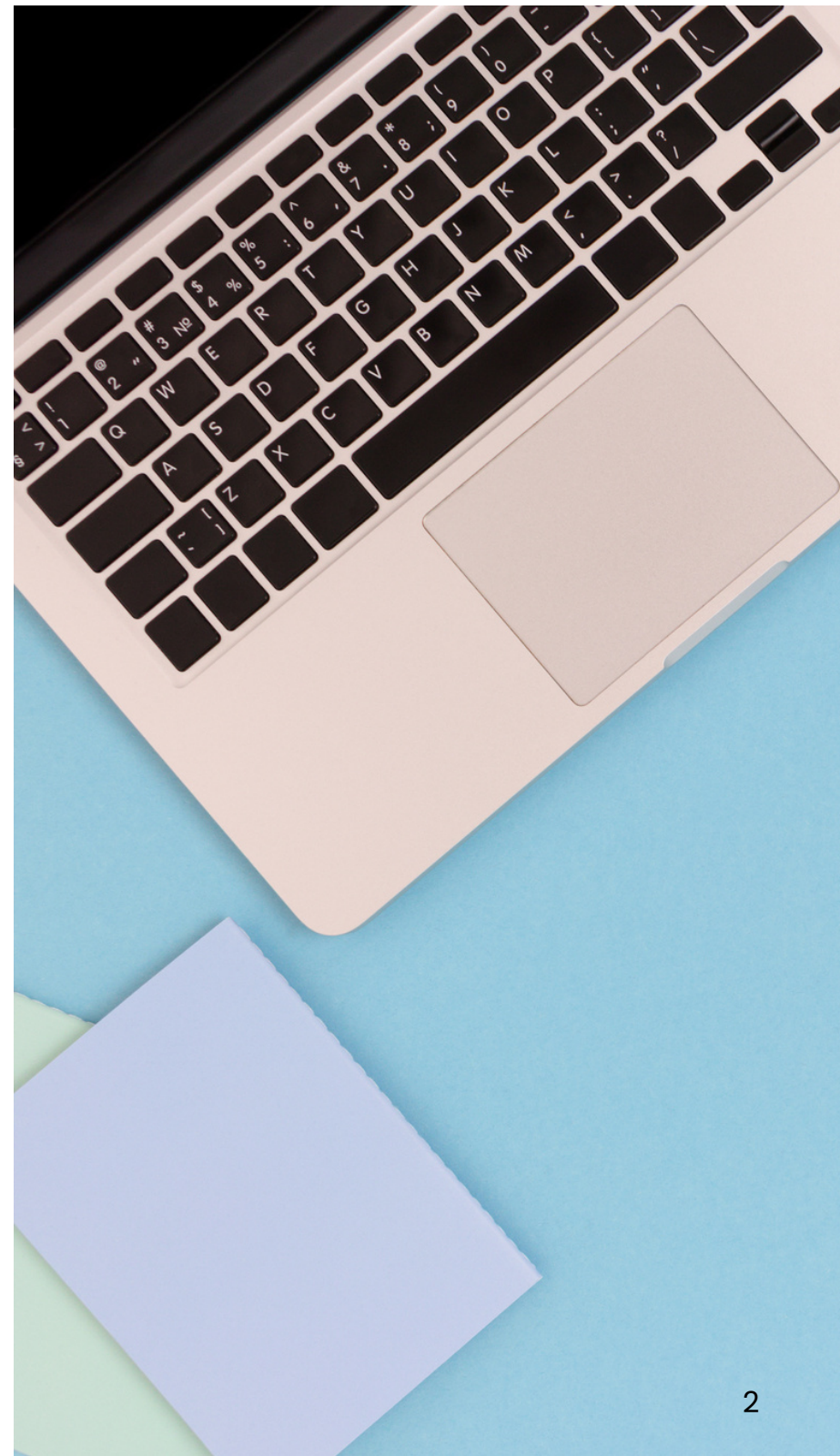
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Overview

Because there is no one-size-fits-all communication strategy, this tool first helps you to identify the target audience and their expectations and then to plan the communication path.

This tool will help L&D professionals to build a program launch communication piece to set program expectations to build motivation.

The use of this tool will allow L&D departments to:

1. Plan effective communication before, during, and after a program launch
2. Set expectations and build motivation for the launched program
3. Gain and keep motivation and momentum for the launched program

This worksheet will address the following by encouraging the user to develop a communication plan for their program launch following this 3-part launch sequence:

1. Identify the target audience
2. Determine content, resources and call to action
3. Plan delivery logistics, follow-up messages and timing



Why L&D needs a Communication Program Launch tool?

Many different elements of a program launch including program timing, complexity, and communication can make any launch challenging and difficult for L&D departments.

Communication launch plan benefits:

- Harness influence of stakeholders
- Leave nothing to chance
- Simplify getting started
- Creating energy, excitement

Communication launch plan challenges may appear in various forms such as:

- Improper involvement among the right departments/teams
- Lack of proper upfront communication
- Unclear team or program ownership
- No expectation of change
- Improper program kickoff

When challenges aren't addressed the odds of program failure intensify.

Who is this tool for?

- Any L&D professional within an organisation
- Who has responsibility for kicking off programs
- Who is a program or project sponsor
- L&D leaders responsible for program success

When to use this tool?

- ☑ Prior to program development (part of the program kick-off)
- ☑ As part of program creation
- ☑ Prior to program launch
- ☑ In conjunction with Curation and Needs Analysis tools

This tool will help you:



1. Educate the audience:
With worksheet prompts, design communication messaging prior to launch. Design content to educate and bring relevance
2. Motivate the audience:
Identify "Call to Actions" for readers to complete
3. Keep momentum:
Design communication streams for after the launch
4. Plan tools:
Determine how communication streams will be delivered
5. Plan follow-up messages:
Design follow-up and thank you messages

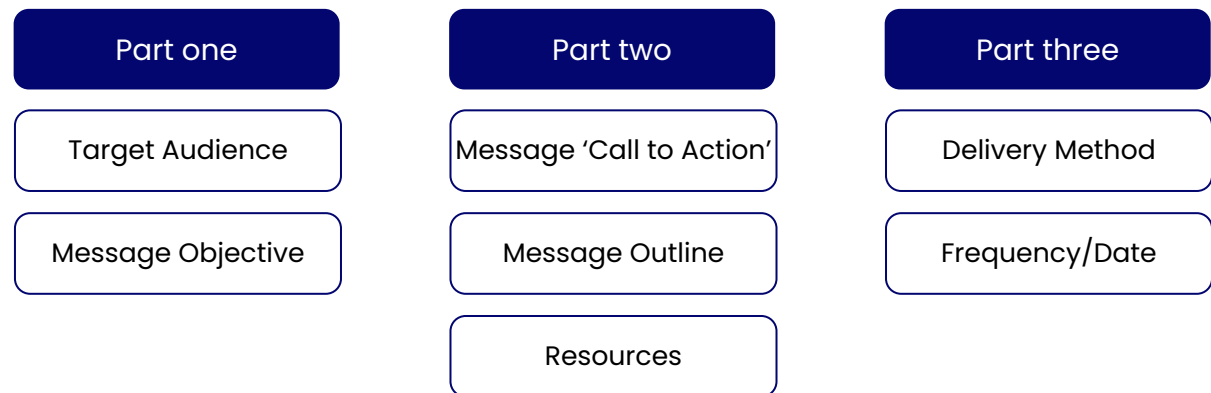
How to use this tool

How does this tool fit with other tools in the series?

- ✓ The Needs Analysis - feeds goals and stakeholders
- ✓ The Curation - feeds messaging around audience and why
- ✓ The Communication Plan Launch - brings those together
- ✓ The Power Hour - follows the Communication Plan Launch - tailor your Power Hour to support the launch
- ✓ The Impact - communication is a continual process, make sure you link your messages of success to your launch messages

Use this worksheet/checklist to support your program launch efforts. This may be the best program ever developed, but if people are unaware or uninspired to participate it isn't of benefit to the organisation.

This tool is broken into three parts. Part one addresses identifying the audience for different communication pieces.



Part 1. Target the audience and objectives

Who are you talking to, and what is the goal?

Why is this important? Each audience will have a different communication need. By targeting the messages to the appropriate audience you will ensure the message has relevance.

1. Begin by identifying each potential audience by job role or job position ex:
 - a. Job role: Sales Managers
 - b. Job position: All newly hired sales people regardless of position
2. Who needs to know what? Do managers need one set of information and new hires another?
3. What is the communication objective for each audience?



Part 1.

Target the audience and objectives

Self-Directed Leadership Program Example

Identify the different audience types (Ex: new hires) or roles (Ex. Sales Representative)	What desired outcome? (Objective by audience)
1. Mid-Managers	To alert mid-managers of learning requirements for leadership positions
2. High Potential Supervisors	To inform HIPOT Supervisors of learning opportunities to improve skills, setting them up for potential career growth
3. Line Managers	To inform Line Managers of learning journeys available to them

Part I. Target the audience and objectives

Identify the different audience types (Ex: new hires) or roles (Ex. Sales Representative)	What desired outcome? (Objective by audience)

Part 2. Answer audience need questions

Planning the content message

Once you have determined the audience, it's time to address the "why". Why should this audience pay attention to the message? Answer the "why this, why now" question.

Questions to ask yourself when developing the message content:

1. What is the value of the program/initiative (for each audience)?
2. How is the program/initiative relevant to the day-to-day work of the audience?
3. What resources will I need to successfully complete the plan (by audience)?
 - a. Are there supplemental downloads, graphics, or videos that will need to be produced to make the message stronger?
 - b. Do I need the assistance of marketing? IT? HR? Operations?
4. What is the "Call-to-action" for each communication piece (by audience)?
 - a. What do you need people to do with the information. Is there a specific action needed? (register, enroll, download, report back, etc.)

Part 2.

Answer audience need questions

Self-Directed Leadership Program Example

Audience/Objective (Carry-over from part one to remind you of audience)	Content Call to Action	Communication Outline: What is the message?	Resources
<p>1. Mid-Managers: To alert mid-managers of learning requirements for leadership positions</p>	<ul style="list-style-type: none"> ○ Register for program ○ Decline program 	<p><communication description></p> <ul style="list-style-type: none"> ○ Program introduction ○ Why this, why now (address objectives) ○ How this message connects to what they do ○ Benefit to reader (professionally/personally) ○ Next steps 	<p>Downloads:</p> <ul style="list-style-type: none"> ○ Learning journey map for mid-managers ○ Career Map/Journey ○ Video ○ “What is a self-directed program” ○ “Why this, why now” by CEO
<p>2. High Potential Supervisors: To inform HIPOT Supervisors of learning opportunities to improve skills, setting them up for potential career growth</p>	<ul style="list-style-type: none"> ○ Apply for program entry ○ Register an interest form for later date ○ Decline program 	<p><communication description></p> <ul style="list-style-type: none"> ○ Program introduction ○ Why this, why now (address objectives) ○ How this connects to what they do ○ Benefit to you (professionally/personally) ○ Next steps 	<p>Downloads:</p> <ul style="list-style-type: none"> ○ Learning journey map for supervisors ○ Career Map/Journey impact of program to job role ○ Video ○ “What is a self-directed program” ○ “Why this, why now” by CEO
<p>3. Line Managers: To inform Line Managers of leadership learning journey's available to them</p>	<ul style="list-style-type: none"> ○ Register for interest ○ Decline program 	<p><communication description></p> <ul style="list-style-type: none"> ○ Program introduction ○ Why this, why now (address objectives) ○ How this connects to what they do ○ Benefit to you (professionally/personally) ○ Next steps 	<p>Downloads:</p> <ul style="list-style-type: none"> ○ Learning journey map for managers ○ Career Map/Journey impact of program to job role ○ Video ○ “What is a self-directed program” ○ “Why this, why now” by CEO

Part 2.

Answer audience need questions

Audience/Objective (Carry-over from part one to remind you of audience)	Content Call to Action	Communication Outline: What is the message?	Resources

Part 3. Communication delivery

Planning the content delivery. How you will reach the reader is almost as important as what you are planning to say. In order to convince people to take action on your message, you may have to deliver the message in a variety of different ways, while still targeting the appropriate audience. This requires you to know the context of the job role.

Ask yourself the following:

1. Where or how does this person usually receive organisational messages? E.g:
 - a. Email
 - b. SMS text messages
 - c. Social Enterprise Networks (SEN): Teams/Slack/Facebook for Work etc.
 - d. Mailers to homes

2. How does the reader “work”? (design note - maybe a decision tree or flow chart)
 - a. Do they check email/messages regularly throughout the day?
 - b. Do they have access to email?
 - c. Do they check SEN once per day, once per week?
 - d. Do they have company issued devices that make them more mobile?
 - o Phones
 - o Tablets
 - e. If yes > SMS text messaging
 - f. If no (only laptops) > web pop-ups within LMS or intranet?



- g. If no access to company assigned laptops > Mailers, posters
- 3. Consider frequency: Studies tell us people may need to see a message up to 10 times before an action is taken. Therefore planning frequency becomes an important factor.
 - a. How many times will you send an email? This will require upfront planning. Once per week for 7 weeks before launch
 - b. What is the email follow-up or thank you? Will you know if an email has been opened? Will you need help from IT to plan?
 - c. If using methods outside of email, what will be the timing?
 - o Home mailers: Twice a month? Biweekly?
 - o Posters: One new poster every week to attract attention?
 - o SMS text: One text every day until a response is received? How often will follow-ups be sent?
 - o Enterprise Social Network
 - 1. Messages delivered by channel?
 - 2. By group?

Part 3. Communication delivery

Self-Directed Leadership Program Example

Delivery Methods	Frequency	Follow-up
<ul style="list-style-type: none"> ○ Email ○ Intranet announcement ○ LMS banner 	<ul style="list-style-type: none"> ○ 7 emails leading to launch date ○ Intranet: Large Box Announcement ○ LMS Banner: Display ongoing 	<p>Track opens</p> <ul style="list-style-type: none"> ○ Send follow-up to unopened after 2 days ○ Send thank you to opens, reinforce CTA
<ul style="list-style-type: none"> ○ Email ○ SMS text messages sent to company device ○ Intranet announcement ○ LMS banner 	<ul style="list-style-type: none"> ○ 7 emails leading to launch date ○ Text Message Announcements (due to supervisors not being in front of computers regularly) ○ Intranet: Large Box Announcement ○ LMS Banner: Display ongoing 	<p>Track opens</p> <p>Plan:</p> <ul style="list-style-type: none"> ○ Follow-up messages to unopened emails after 2 days ○ Thank you emails sent to those who responded to CTA ○ Text follow-up to non-responses
<ul style="list-style-type: none"> ○ Email ○ SMS text messages sent to company device ○ Intranet announcement ○ LMS banner ○ Mailer to homes ○ Location Posters 	<ul style="list-style-type: none"> ○ 7 emails leading to launch date ○ Text Message Announcements (due to managers not being in front of computers regularly) ○ Intranet: Large Box Announcement ○ LMS Banner: Display ongoing ○ 3 mailers prior to launch and once per quarter for 12 months 	<p>Track opens</p> <p>Plan:</p> <ul style="list-style-type: none"> ○ Follow-up messages to unopened emails after 2 days ○ Thank you emails sent to those who responded to CTA ○ Text to ask if additional info needed ○ Text follow-up to non-responses

Part 3. Communication delivery

Delivery Methods	Frequency	Follow-up

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[Find out more](#)