**PAGE 1**

**Use this template to capture key actions and steps to manage change communications for your initiative. Consider this a starting point and add rows and sections as needed.**

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| **STATUS**  *(Complete, In Progress, or Not Started)* | **PROJECT/ACTIVITY**  *(Categorize with gray section headers, then list action steps and deadlines to complete the work; e.g., reviews, approvals)* | **OWNER**  *(Responsible for listed action)* | **NOTES**  *(Relevant details to help complete project)* |
| **ESTABLISH BASELINE** | | | |
|  | Understand current perceptions of key audiences  (e.g., baseline survey) |  |  |
|  | Identify common themes and key gaps to inform messaging and change plans |  |  |
|  | Establish “desired state” targets |  |  |
| **SHAPE THE MESSAGE**  *Include steps related to message development in this section* | | | |
|  | Identify critical stakeholders and audience mindsets |  |  |
|  | Reference baseline established to understand current perceptions |  |  |
|  | Develop initial core messages and review with key  stakeholders |  |  |
|  | Develop key messages by audience based on core  messages (for relevance to key segments) |  |  |
|  | Test messages with key audiences to ensure relevance and for strategic engagement |  |  |
|  | *Add other steps as needed* |  |  |
| **CREATE THE CHANGE COMMUNICATIONS PLAN** | | | |
|  | Identify business and behavioral outcomes, KPIs, and key change milestones |  |  |
|  | Map communication strategies and tactics to achieve business and behavioral outcomes,  including the communication measurement approach |  |  |
|  | Determine whether to go with all-enterprise launch or  sequenced rollout by audience |  |  |
|  | Develop stakeholder engagement plan |  |  |
|  | *Add other steps as needed* |  |  |
| **ENGAGE AND EQUIP LEADERS SO THEY LEAD THE CHANGE**  *Whatever your strategy, be sure leader preparation steps are part of your plan so they understand the changes* | | | |
|  | Identify key leader segments critical to driving the change |  |  |
|  | Identify strategy for engaging leader groups (e.g., testing key concepts/content, leader-specific communications, tools, training, meetings) |  |  |

**PAGE 2**

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|  | Map plan of action for leader engagement |  |  |
|  | Plan leader meeting to introduce strategy/changes  and engage leaders in owning and driving the change; make it an experience that leaders will remember and feel inspired to activate their teams |  |  |
| **IMPLEMENT THE PLAN: LAUNCH**  *Launch activities, whether event or announcement, include planning, materials, and follow-up* | | | |
|  | Outline launch action plan and assign launch activities based on change communications plan |  |  |
|  | Develop communication tactics related to launch |  |  |
|  | Prep meetings with key leaders / stakeholders / business partners to ready for launch |  |  |
|  | *Add other steps as needed* |  |  |
| **MEASURE PROGRESS** | | | |
|  | Implement measures as identified in change communication plan |  |  |
|  | Track progress against baseline |  |  |
|  | Establish regular cadence of measures to track progress over time |  |  |
|  | Report progress to leadership and key stakeholders; celebrate wins and provide perspective on what’s working and what will accelerate the change |  |  |
|  | *Add other steps as needed* |  |  |
| **SUSTAIN CHANGE COMMUNICATIONS** | | | |
|  | Create action plan and timeline for post-launch sustaining communications (focus on leveraging  what’s working and closing gaps) |  |  |
|  | Implement enterprise-wide strategies and tactics per the plan |  |  |
|  | Implement audience-specific strategies and tactics as they move through the change |  |  |
|  | Adjust messages to meet audiences where they are as they move through the change |  |  |
|  | *Add other steps as needed* |  |  |