

Communication Strategy

High level overview

Prepared by:

1. SITUATION

Summary: *(brief overview of current situation and issues to be addressed)*

Considerations: *(summary of environmental influences and relevant organizational changes)*

2. OBJECTIVES

Communication Objectives: *(performance metrics, process improvements etc. to be achieved)*

Goals: *(alignment to mission, values, and strategic objectives)*

3. TACTICS

Tactical Activity: *(summary of key activities including audiences, timing and success measures)*

- 1.
- 2.
- 3.

Who's Involved: *(staff or teams required to support activities)*

Resource Requirements: *(technology, tools, budget or other requirements)*