**CHANGE MANAGEMENT [A green sign with white text

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COMMUNICATION STRATEGY TEMPLATE EXAMPLE**

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| PROJECT NAME | | PROJECT MANAGER | VERSION NO. |
| Project Alpha | | Lori Garcia | 0 |
| ORGANIZATION | | DATE CREATED | VERSION DATE |
| 123 Organization Co. | | MM/DD/YY | MM/DD/YY |
| Chat outline |  |  |  |
| STRATEGIC ITEM | DESCRIPTION | | |
| Communication Objectives | What are the goals for internal communication during change management? | | |
| Stakeholder Analysis | Identify your stakeholders’ roles, understanding, and level of expertise. | | |
| Key Messages | Communicate the change, who is affected, why it is necessary, where, and when it will occur. Messaging should be authentic, transparent, clear, concise, and written in a friendly, engaging tone. | | |
| Communication Channels | Use channels like email, face-to-face, virtual meetings, and intranet messages based on stakeholder preferences. | | |
| Content Development | Tailor content for specific channels. You may have to develop different content for different stakeholders. | | |
| Timeline | Use an ongoing messaging campaign along the change management timeline to help stakeholders prepare and adapt to change. | | |
| Other | Content | | |
| Other | Content | | |

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