

Better Strategic Communications Planning: **How to Develop, Enhance and Encode Your Messaging into Action**

Toolkit

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Prep Questions for Final Session

1. What are the most important things you heard in the last 2 days?
2. Are there items from the last 2 days that don't apply to your business?
3. What are some things (big or small) you can start doing immediately?
4. What are some things that had fallen off your radar but are now a priority?
5. How are you going to start the process of strategic planning?
6. How will you define your metrics of success for any changes you want to see?
7. How will you communicate (or train) the changes or new SOPs to your leaders and their teams?
8. What are your largest barriers to success in implementing the changes you want to see?
9. What are your greatest advantages in enacting change?
10. What is your first step in enacting change?

Activity 1: Organizing Post-conference Ideas.

What are some of the major takeaways from the conference?

What are some things we need to address immediately? Are there any longer-term issues or policies we need to address?

Who are the stakeholders affected by these initiatives or changes?

What issues might we run into implementing or institutionalizing our plans?

What are some things we can do to optimize acceptance or mitigate some of the downsides that are inevitable?

1.

2.

3.

4.

Activity 2: Turning Ideas into Action

Use this tool to take one of the ideas you had in activity 1 and organize your planning and you communication to implement more change more easily.

What is the idea or initiative: _____

Do we have a detailed understanding of what we are changing?	Y	N
Do we know why we are making this change?	Y	N
Have we identified who is accountable for implementation?	Y	N
Have we identified those affected by the change?	Y	N
Have we identified any other stakeholders involved?	Y	N
Do we know who might oppose or resist the change?	Y	N
Have we identified the best message and way to communicate?	Y	N
Do we have formal way for teammates to share ideas/concerns?	Y	N
Do we know how we will hold initiative leaders accountable?	Y	N

What assumptions do we have about the change/initiative at the time of planning?

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What notes do we have about our ends-based communication strategy?

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Are there any other facts, changes in law, new research, new corporate policies, etc. that you want to capture as part of your strategic planning and strategic communication planning?

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Activity 3: Exit Slip

What is something NEW I learned today:

What is something that I ALREADY KNEW but was reinforced today:

What was the MOST IMPORTANT THING that I heard today:

What is something that I learned that I could start using tomorrow:

Activity 4: Homework

Action Items for putting this information to use.

(Action Item = unit of work + owner + deadline)

	Item	Owner	Deadline
1			
2			
3			
4			
5			