

Communication Briefing Template

Impact	
<ul style="list-style-type: none"> • What does success look like? • What are the business outcomes that will signal success? • What do we want to see in terms of performance, participation, pride, promotion? 	
Influence	
<ul style="list-style-type: none"> • Who are the influencers? • Who do we want to influence? Who are the influencers? Will they help or hurt you? • Do they need information/training/process to be successful? • What are the key messages? What do we want them to be aware of, understand, do, and believe? 	
Integrate	
<ul style="list-style-type: none"> • How can we connect the dots to reinforce? • Is this program/initiative/communication supported by our mission, vision, strategy, brand, values? • What else is going on in the organization that will help you? • What is going on in the organization that may get in your way? Say/Do – Inconsistencies – Credibility - Trust 	

Interact	
<ul style="list-style-type: none"> • What do we know about the target audience? • Should we do some research formally/informally? • Can we create a stakeholder map – Who are they? What do they know? What are their attitudes/opinions/beliefs? What tools do they use? What are their needs? 	
• Implement	
<ul style="list-style-type: none"> • What should we do to do get the results we want? • What are the strategy, tactical plan to get the results in the more effective and efficient way possible? • What is the budget? What is the timeline 	