



Communication Plan

CP3 Toolkit: Leadership & Culture

This tool helps organizations track the status, by stakeholder segment, of communicating change initiatives. This tool was adapted from the *Heart of Change Field Guide: Tools and Tactics for Leading Change in Your Organization*.

Stakeholder	Unaware	Aware	Understand	Collaborate	Commit	Advocate
CEO		X				O
C-Suite			X			O
Clinic site leadership		X				O
Clinicians	X				O	
Other Care Team Staff	X				O	
Finance Department	X			O		
Human Resources	X					O
Health Information	X					O
Health Technology	X			O		

Key:

X = Current State

O = Desired State