**Spread and Sustaining Change-Communication Action Plan Template**

**What is the change you’d like to spread? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Why should people adopt the change (goal clarity)? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Key Audiences**  Who do you want to spread to? | **Unlock Commitment**  Are there pre-existing attitudes, awareness, experiences we need to address?  Where are people in the change process? | **Impactful Messages**  What are the key messages, what do people need to know?  How do you say it so it will resonate? | **Decisive Action**  How do you want the audience to act, think, or feel?  Create the path, what do you expect them to do? | **Execution Excellence** | | | |
| Channels or methods – how will the change be communicated? | Timing – when will the change be communicated? | Who will communicate the change? | Status- what happened? |
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