

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)? _____

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?