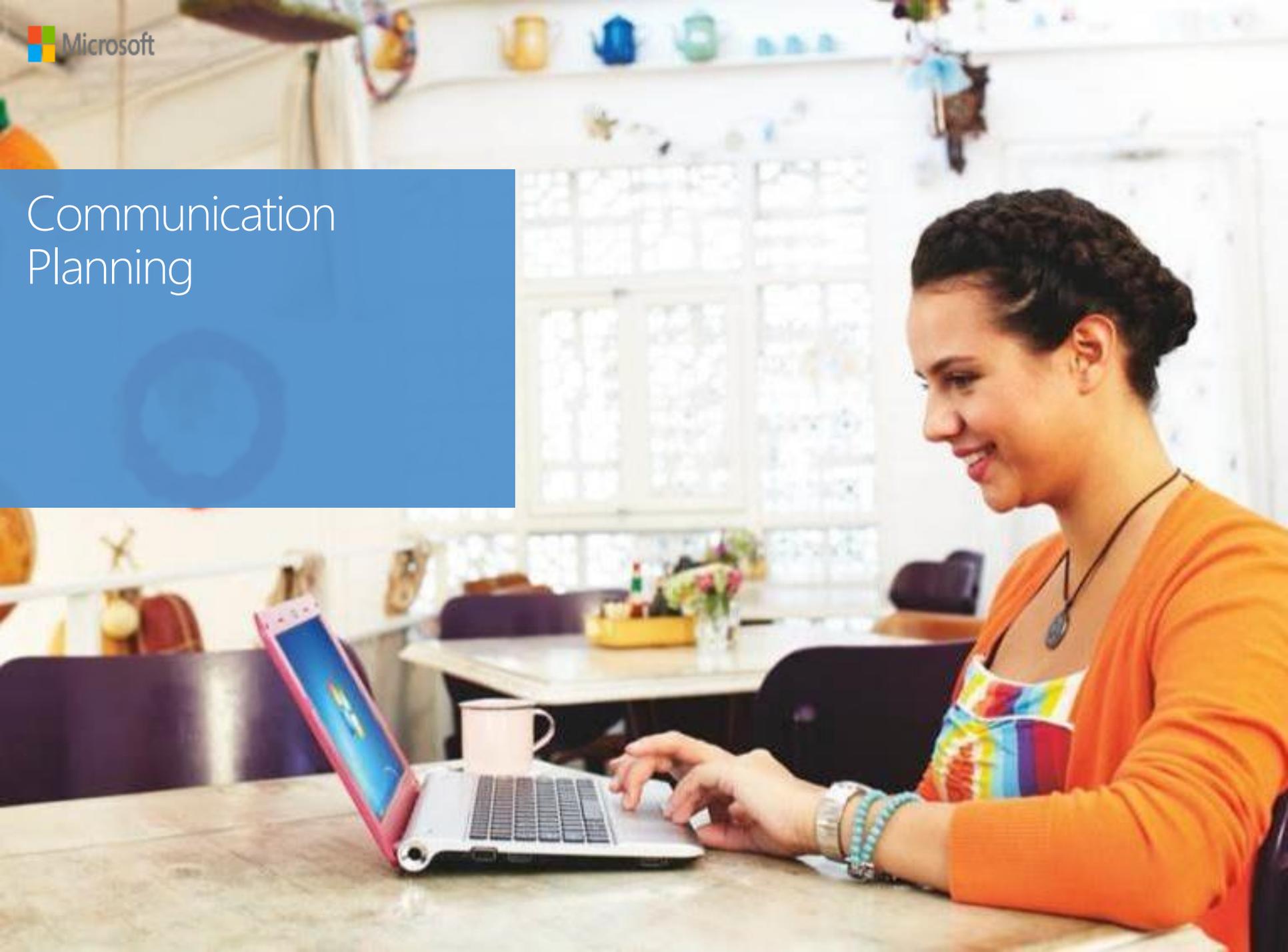


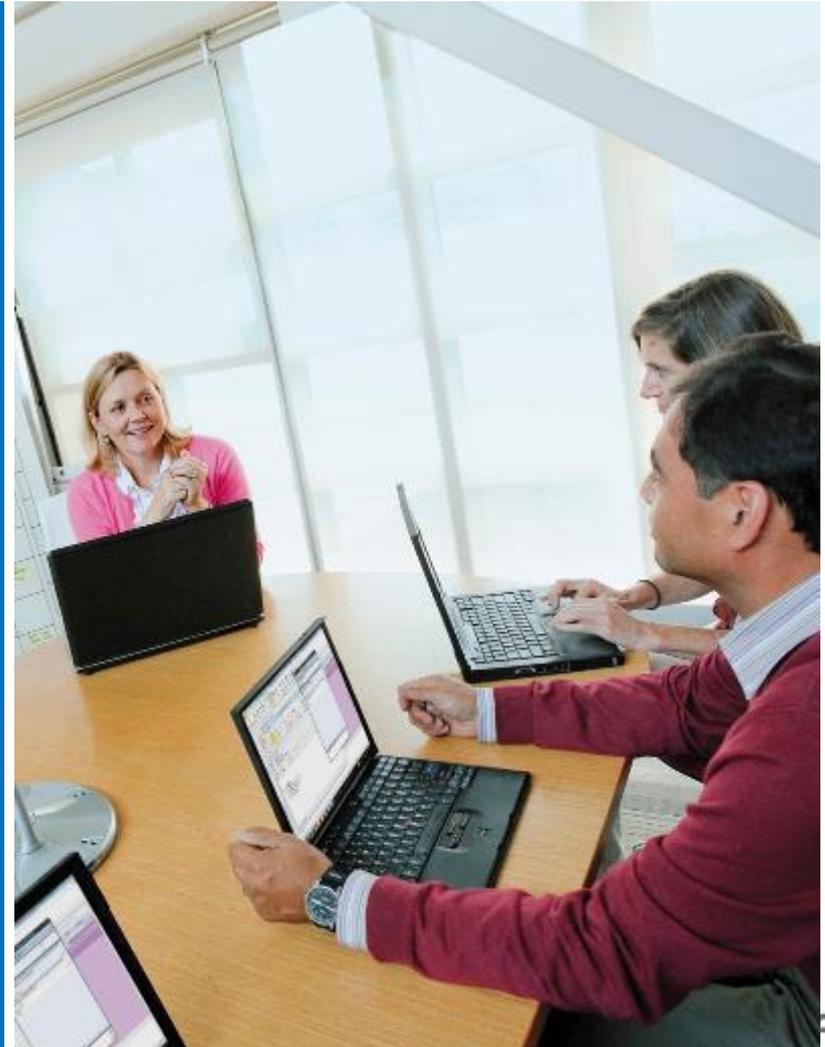
Communication Planning



Communications Planning Agenda

Workshop Topics

- Topics to cover for Communications Planning strategy:
 - Communication needs
 - Communication content development
- Review Communications Plan Roadmap Communications for completion



Communications Planning

Workshop Topics



Communication
needs planning

Capture the information and communication needs of the affected teams, end-users, and stakeholders.



Communications
content development

Describe the key messages and alignment with the established audiences using agreed-upon communication principles.



Communication Needs Planning

Capture the information and communication needs of the affected teams, end users, and stakeholders.

Audience groups

Delivery channels

Cadence and frequency



Workshop participants and outcomes

Participants → Communication Lead
→ Project Manager

Outcome → Describe who needs what information, when they will need it, and how it will be delivered

Audience Groups

Audience groups can be broken down in a number of different ways: program teams, program sponsors, internal stakeholders, and external stakeholders

Identify core audiences across the organization as well as respective partnerships that exist

List audience-level priorities, concerns, and potential impacts of the preparation and transition to Office 365

Follow-up actions and additional information from prior assessments

- Communications Plan** → Document the audience groups list
- Document all known priorities and concerns for each identified audience group
- Considerations** → *[List specific issues uncovered or context from prior assessments]*

Sample Audience Groups



- Key stakeholders (chief information officers (CIOs), chief technology officers (CTOs), program steering committee)
- Executives (chief executive officers (CxOs) and regional or business unit top-level executives)
- IT personnel (administrators, line of business (LOB) developers)
- All employees
- Media/industry

Delivery Channels

Define how information is to be disseminated, including bi-directional communications from partnered audiences

Outline how the key messages defined in previous discussions can be effectively delivered to targeted audience groups

Define stakeholder escalation procedures for the transition to Office 365

Follow-up actions and additional information from prior assessments

Communications plan → Document the key message and channel alignment
→ Document escalation procedures and gain approval from key stakeholders

Considerations → Address specific issues associated with identified audience groups from prior assessments (Solution Alignment Workshop, Migration Due Diligence Workshop)

Sample Audience, Key Messages, and Channels

Audience	Key Message	Delivery Channel
<i>Key stakeholders (CIOs, CTOs, program steering committee)</i>	<ul style="list-style-type: none"> ▪ Discuss project goals, overview, and status 	In person
	<ul style="list-style-type: none"> ▪ Give brief program update 	Presentation/ teleconference
<i><Customer> Executives (CxOs and regional or business unit top-level executives)</i>	<ul style="list-style-type: none"> ▪ Announce transition to Office 365 ▪ Discuss key benefits ▪ Discuss general timeline 	Email
	<ul style="list-style-type: none"> ▪ Give brief program update 	Email or executive meeting topic
<i>IT personnel (administrators and LOB developers)</i>	<ul style="list-style-type: none"> ▪ Summarize decision to move to Office 365 ▪ Discuss training opportunities ▪ Cover any anticipated IT personnel impacts 	Meetings with affected IT personnel
<i>All employees</i>	<ul style="list-style-type: none"> ▪ Summarize decision to move to Office 365 ▪ Include key benefits ▪ Outline general timeline 	Email
	<ul style="list-style-type: none"> ▪ Provide program update ▪ Provide training materials ▪ Include FAQs 	Company portal, posters in break room areas
<i>Media, industry</i>	<ul style="list-style-type: none"> ▪ Discuss decision to migrate to Office 365 (for industry members who inquire) 	External statement/Q&A

Cadence and Frequency

Define how often communications will need to be provided to the audience groups in their respective delivery channels

Define cadence for agreed-upon audiences, key messages, and delivery channels

Define pilot notification window using a “T-minus” approach

Define mailbox migration notification window using a “T-minus” approach

Follow-up actions and additional information from prior assessments

- Communications plan** → Document all-up communication frequency for key messages across all audiences
→ Document key notification windows for the pilot and mailbox migrations
- Considerations** → *[List specific issues uncovered or context from prior assessments]*

Communications Planning

Recap and Next Steps



Communication needs planning



Communications content development



- Complete communications content development
- Finalize audience alignment and planned cadence
 - “T-minus” Communications Plan should be the priority for pilot and first-wave migration users

Communications Content Development

Using agreed-upon communication principles, identify the key messages and draft a content development plan

Communication principles

Key messages

Content approval



Workshop participants and outcomes

Participants → Communication Lead
→ Project Manager

Outcome → Communications content owners are identified and high-level plan is in place for completion of content by Checkpoint #1

Communication Principles

Principle	Reason
Demonstrate credibility	With a credible communication approach or credible communicators, individuals will believe in the end goal .
Involve, don't inform	Promotes ownership of the program . Helps audience to feel a necessary part of the program.
Become communicators people trust/respect	If the staff does not trust or respect the communicators, the messages "fall on deaf ears".
Display visible management support	Active management commitment gives credibility to communication. Must be seen to demonstrate support.
Use face-to-face communication	Audience is involved; communication is two-way and provides a feedback mechanism.
Avoid information overload	Too much information leads to confusion and irritation. Accurate and timely information is key .
Communicate consistent messages	Inconsistency loses credibility in the program . Without consistency, audiences are confused and frustrated about what to expect.
Repeat messages and vary mechanisms	The more ways a message is communicated, the more likely it will be internalized . Using different mechanisms promotes repetition without individuals "switching off".
Create demand: Encourage teams to pull for information rather than push it at them	Promotes buy-in to the change.
Tailor communication to audience needs: Give information the audience wants, not what you want to tell	Makes information "real" to the audience . The audience is more likely to listen if the information is pertinent to their current frame of reference.
Use central coordination	Encourages a consistent approach .
Manage expectations	Encourages the audience to believe in what you tell them . Preparing shows you understand their needs.
Listen and act on feedback	Encourages support in the approach by being responsive to the needs of the audience. Confirm the approach meets changing audience needs.

Key Messages

Using agreed-upon communication principles, describe the key messages and alignment with the established audiences.

Identify approach to provide project goals, overview, and status for executive communications.

Identify approach to announce the transition to Office 365. Include key benefits and general timeline when known.

Identify external communications (if any) for media or industry members who may inquire on rationale for transition to Office 365.

Follow-up actions and additional information from prior assessments

Communications plan → Document key messages that will be part of the overall communications approach

→ Finalize audience alignment and cadence

Considerations → *[List specific issues uncovered or context from prior assessments]*

Questions ?