



Plan your communication

1. Think about the reasons for a piece of communication. What do you want to achieve with it (and can it be measured)? Who is it for and what do you want them to do, say or feel as a result?

The impact of a piece of communication to support change, for instance, can range from simple awareness to understanding, to winning over people's explicit support, getting them involved and ultimately being fully committed to what your organisation is trying to achieve.

2. Be clear about what you want to say, but ensure your messages are meaningful to your target audience, and consistent. Put yourself in their shoes and consider what they might want to know, the questions they are likely to ask.

Spell out what actions you require from them (if any). Don't assume knowledge – use Plain English and explain any specialist terminology.

3. Consider what communication channels you have at your disposal (taking into account timescales and budgets) and what are most suitable for your target audience.

Messages need to be consistent but angled towards the channel you're using. Writing an email to specific people or a management briefing requires a different tone and style than writing for a blog, your organisation's website or the staff newsletter.