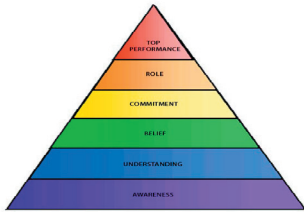
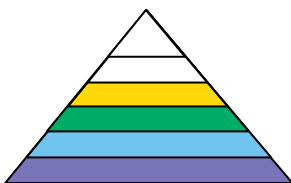


LEVELS OF ENGAGEMENT: *Communications Planning Tool*

Engagement Pyramid



Purpose	<ul style="list-style-type: none"> To help teams better understand the channels, content and actions needed for communications. It is not uncommon for teams to see communications as “someone else’s job” rather than the responsibility of the team members. This chart is partly a responsibility charting tools specifying who will be responsible for each piece of the overall communications plan. This tool should be used as early as possible to ensure that a communications strategy and plan evolves from the start, and is sustained over the life of the change initiative. This chart can be used at each step in the process of a project.
Description	<ul style="list-style-type: none"> Identify the key audiences that must be considered in the communications strategy Define the communication objective Determine the appropriate messages for each audience. Review and select the appropriate type of communications media for each message.
Potential Uses	<ul style="list-style-type: none"> Primarily used to help the team develop a detailed communications plan by brainstorming the key elements. Assist groups with the management of monitoring and reporting progress on change initiatives.
This Tool’s Level(s) of the Engagement Pyramid	<ul style="list-style-type: none"> Commitment Belief Understanding Awareness



Facilitator Guide

Provide a quick overview of the tool

This tool should be used as early as possible to ensure that a communications strategy and plan evolves from the start, and is sustained over the life of the change initiative. This chart can be used at each step in the process of a project to monitor progress and manage communication effectively.

Set up the exercise

Step 1:

Use the chart provided, and individually, brainstorm the key audiences that must be considered in the communications strategy

Step 2:

Work as a group to define the communication objective for each audience:

- Inform
- Persuade
- Empower

Step 3:

Determine appropriate messages for each audience.

Step 4:

Review and select the appropriate type of communications media for each message. Media types could include:

- One-on-one (In person, or via telephone)
 - Effective for persuasion
 - Most carefully listened to
 - Allows real-time feedback
 - Expensive
- Events (e.g. Kick-offs, celebrations, off-site meetings)
 - Most dramatic
 - Useful to signal a new direction
 - Good to get buy-in
 - Good for symbolism
- Written/E-mail
 - Most permanent
 - Least expensive
 - Hit many people at once
 - Clear, concise, consistent
 - Useful to instruct/inform

Step 5:

Complete the chart individually, or as a team. Brainstorm actions that need to take place and the detailed plan (who, when, where) for each action.

Levels of Engagement: Communications Planning Tool

AUDIENCE	OBJECTIVE (Inform, Persuade, Empower)	MESSAGE	MEDIA TYPE (Written, email, event, one-on-one)	WHO/WHEN/ WHERE