





## **SWOT analysis**

What forces are producing the current behaviors

What environmental factors will change

What do they fear

What do they already believe

How might they react to this communication

## **Deliverables**

### **Key issues for next 6 months that may require communication**

Precise media, audiences they reach

Time frames

Resources required

Point of contact

Internal Communications

- intranet
- newsletters
- articles
- announcements
- posters
- brochures
- word of mouth
- orientation materials
- surveys
- training
- other