



INTERNAL BRANDING COMMUNICATIONS PLANNER

Background

Business Objectives

What are your company attributes and aspirations

Where are you going as an organization

How will you know when you've accomplished what you set out to accomplish

Behavior changes

Who needs to do what differently

What do they need to change

Stop, start, do more, less

What are the characteristics of the affected people (How many, where, demographics)

How well do they understand the issues What have they heard so far



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