Communication Planning Worksheet

Use this worksheet to help you think through what to communicate to your team about your organization’s approach moving forward. Read our full article, [Managing Through Uncertainty: What to Communicate to Your Team](https://www.managementcenter.org/resources/weaving-it-all-together-how-to-talk-about-moving-forward/).

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| Purpose |
| **Briefly describe what’s happening.** What are the biggest problems your community is facing? What has changed for your community members, stakeholders, and staff members because of this crisis? |
| **Who on your team and in your community is being *directly and disproportionately* impacted/harmed?** |
| **Finish the sentence: *“As an organization, our job right now is to…”*** |
| **What’s the “headline” for how you’re responding to this situation? Finish one of the sentences below:**   * Our guiding objectives are… * Moving forward, we’re focusing on… * Our top 3 priorities are… |
| **One example of a recent success during this crisis is…** |
| **What are three things you’d like to express gratitude about?** |

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| Uncertainties |
| **List three things you’re uncertain about:** |
| **What are two potential tough calls you’ll have to make?** |
| **Name one equity sticking point you’re looking out for and a possible mitigation:** |

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| Scenarios |
| **List the scenarios you’ve identified and indicate the one you’re focusing on preparing for.** (If you haven’t done scenario planning yet, check out our [template and sample](http://www.managementcenter.org/resources/how-to-scenario-plan-for-covid-19/) to get started). |

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| Impact and Expectations |
| **List 3-5 ways that people on your team will be impacted.** Consider changes in expectations, goals, or job descriptions. Think about potential obstacles and how they might affect people based on their: teams, tenure, identities, geography, etc. |

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| What’s Next |
| **When and through what channel(s) will you communicate updates?** |
| **When will you revisit your plans or key decisions made?** |