

# Helen J. Wythe & Associates

Consulting, Facilitating and Training Services

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## **Our Services > Convening Facilitation Events > Communications Plan**

Organizations need a communications plan whenever they wish to communicate with their stakeholders: Clients, consumers, citizens, constituencies, community, and public. Using a plan to guide your organization's communications efforts to target its diverse audiences will result in more clear, coordinated, memorable, and effective messaging. Without a thorough, detailed and comprehensive

Communications Plan your goals and desired outcomes will not be achieved as you have envisioned.

A Communications Plan specifies in detail who will do what, by when, to make what changes happen. It will also note the resources needed potential barriers or resistance, and collaborators or communication lines that need to be active.

HELEN J. WYTHE & Associates will help you create a Communications Plan which includes these elements:

- Background: Where are you now?
- Objectives: What do you want to accomplish?
- Messages: What do you want to say?
- Target audiences: Who do you want to say it to?
- Strategic considerations: What else should you consider when communicating?
- Approach and activities: How will you get your message out?
- Resources: Money and people
- Evaluation: How will you know if your plan is working?
- Putting the plan into action
- Revising the plan

Many Planning Processes do not achieve the desired outcome because the Plan was never developed and the people involved were not able to concentrate on the stages of that achievement, and monitor their progress towards it. Developing an action plan is a critical first step toward ensuring any project's success.

A Communications Plan can also lend credibility to your organization and its initiative, increase efficiency, and provide accountability. In addition, the Communications Plan provides a tool for mobilizing the community or group and encouraging members to share responsibility for solving the problems and improving the situation you have decided to change.

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A Communications Plan template can be provided by *HELEN J. WYTHE & Associates* will be custom designed to meet your organizations unique requirements. *HELEN J. WYTHE & Associates* will custom design a process which involves all those identified to draw up the Communications Plan.

For further details on facilitation of a Communications Planning session, please e-mail us at [info@hjwythe.com](mailto:info@hjwythe.com).



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