**Pathway Navigation – Change Process**

**Communication Plan: Who are the stakeholders and what do they need to know?**

Stakeholders are an important component of a change process. Communication is key. This worksheet is designed to help you design a communication plan that outlines your communication goals, and identifies the various, relevant stakeholders, and the details for how best to communicate with them.

Instructions:

1. Describe the context of your communication plan. What are your objectives? What challenges are you trying to address?
2. For each objective (or purpose), identify all the stakeholders that have interest in or will be impacted by this challenge/objective (add rows, if needed).
3. For each stakeholder describe what they need to know, how best to communicate with them and how often, and who will be responsible.
4. Add any special notes and specific next steps, as needed.
5. Repeat for each objective.

**Background**: What is the context of the communication plan? What are the challenges? What are the overall objectives? (e.g., secure buy in, curtail rumors or misinformation, etc)

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**Purpose or Objective (from list above): ­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

| **Stakeholder or Audience** **(who)** | **Message or Information****(what)** | **Method or Approach****(how)** | **Timing and Frequency** **(when)** | **Responsible Person****(who)** |
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| **Notes:**  |
| **Next Steps:**  |

**Purpose or Objective (from list above): ­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Next Steps:**  |