

Change Communication Plan Example

1. Purpose

Describe the objective of the change and why effective communication is needed.

2. Stakeholders

Stakeholder Group	Interest/Impact	Role
Employees	Directly impacted by change	Receivers
Managers	Responsible for implementation	Communicators
Executives	Approves and sponsors change	Decision Makers

3. Key Messages

- What is changing and why?
- How will the change impact stakeholders?
- What are the expected timelines?
- Support and resources available.

4. Communication Channels

Channel	Audience	Frequency
Email Updates	All Employees	Weekly
Team Meetings	Managers & Staff	Bi-weekly
Intranet Announcements	All Stakeholders	As needed

5. Communication Schedule

Milestone	Communication Date	Responsibility
Project Launch	MM/DD/YYYY	Project Lead
Progress Update	MM/DD/YYYY	Change Manager
Implementation Complete	MM/DD/YYYY	Project Lead

6. Feedback & Support

- How stakeholders can provide feedback
- Who to contact for questions
- Available support resources

7. Approval

Name	Role	Date
Jane Doe	Project Sponsor	MM/DD/YYYY
John Smith	Change Manager	MM/DD/YYYY