

Change Management Communication Plan Example

Overview

This communication plan outlines the approach, key messages, audiences, timelines, and channels for communicating upcoming organizational changes.

Objectives

- Inform stakeholders about the nature and impact of the change.
- Address concerns and reduce resistance.
- Encourage engagement and feedback.

Key Stakeholders

- Employees
- Managers & Supervisors
- Executive Team
- Clients & Partners

Key Messages

- Why the change is happening
- How it will impact each group
- What support is available
- Actions required and timelines

Communication Plan Table

Audience	Message	Channel	Timeframe	Owner
All Employees	Announcement of change and objectives	Email, Intranet	Week 1	Change Manager
Managers	Roles, responsibilities, and support	Workshops	Week 2	HR Partner
Clients	Benefits and expected changes in service	Newsletter	Week 3	Account Manager
Executive Team	Progress updates and feedback summary	Meetings	Monthly	Project Lead

Feedback & Support

- Dedicated inbox for questions
- Q&A sessions
- Regular updates based on feedback