

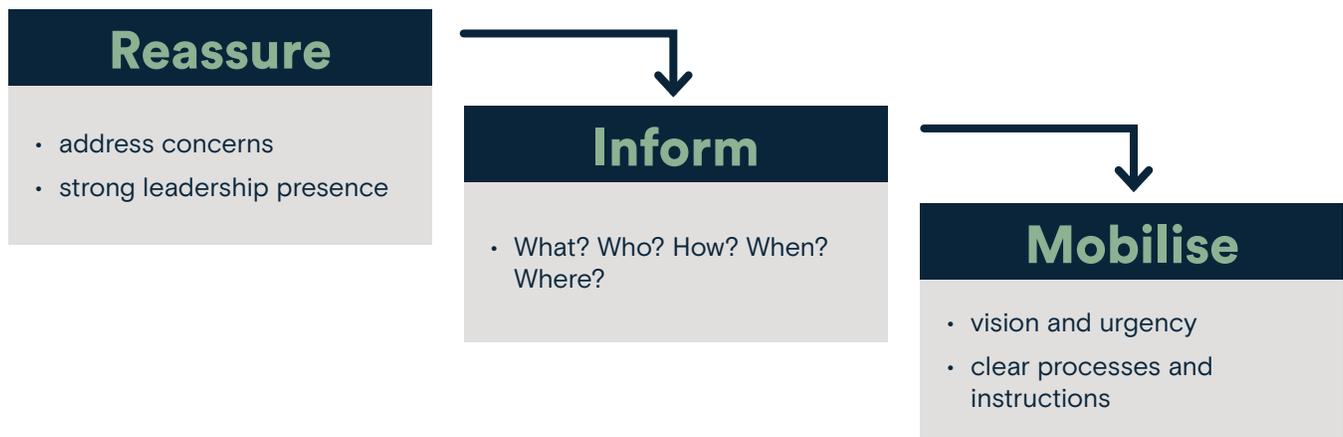


Employee Communication Plan Template

Like it or not, as a leader your employees will look to you for reassurance and guidance. Frequent communications with them will ensure that they feel supported by you. This will strengthen your relationship with them, benefitting everyone when work gets back to normal.

The communication plan also supports smooth operations as you make quick adjustments to the different ways you will be working.

CLEARLY and **OFTEN** communicate your planning, building, implementing and sustaining



Pro-Tips

1. **Well-timed** well in advance, or just-on-time, as needed
2. **Honest** even with bad news
3. **Relevant** ‘what’s in it for me?’
4. **Coherent** the same key messages repeated in different ways
5. **Continuous** never ‘go dark’
6. **Collaborative** consult stakeholders to craft message
7. **Diverse** use a mix of communication vehicles
8. **Two-way** ask, don’t just tell
9. **Targeted** language and approach is adapted to the audience
10. **Unambiguous** be clear on what is negotiable and what is not
11. **Respectful** acknowledge feelings, respecting diversity of opinion

Employee Communication Plan

What? (examples to be adapted)	Key messages	Employee group	When / Frequency	Date
What is the nature of the illness?	How it's transmitted, symptoms, appropriate health-care precautions	All	As needed	
Whom to contact if they think they are sick?	Health care authorities, at work, services available	All	As needed	
Policies and procedures if sick/ quarantined or otherwise affected (childcare etc) and available resources	From the government and at work			
What is the work expectation?	Who can work remotely? Who is expected to show up? Reduced hours, etc			
What is the work expectation? What is the remote work policy?	Performance standards, integrity of documents, information, etc., personal vs company equipment, availability, connectivity, visibility on work done, etiquette, security, confidentiality			
What are the health and safety procedures to keep staff, customers and others safe?				
How will we communicate with each other?	Phone, email, text. Who is backup?			
Who will communicate with clients (you or employees)?	Consider centralizing the communications to clients as much as possible and let employees know what has been communicated			
What has been communicated to clients so far (and ongoing)?	How do clients communicate with us and what are the answers to FAQs? (in case employees are called directly)			
Operations Communications				
What do we need to deliver today/this week?				
What procedures have changed?				
What is the demand for our product/service changing?				
What is our marketing plan/ communication?				
What KPIs are we tracking today/ this week?				
How are we prioritizing resources/ deploying staff/retooling?				