

Index Card Level - Communication Planning Template
 Note: This template is to aid your thinking, not to replace it.

Define Purpose	Why am I communicating and what is success?	
Identify Generic Messages	What messages would achieve the purpose?	
Analyze Audience	Who are my stakeholders (audience) and what are their needs?	
Customized Messages Organize Presentation	1> How do I adjust or supplement my messages so they will be heard? 2> How to I sequence my messages into a story?	
Prepare for Reactions	How are my messages likely to be received; what questions are likely to be asked; what are my responses?	