

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

Define Purpose	Purpose of communication

Identify Generic Messages	Generic messages

Analyze Audience	Stakeholder	Type - Assessment (Understanding, Emotional, Opportunity)	Response

Customized Messages Organize Presentation	Sequence	Customized Patter & Message
	Open:	
Message:		
Transition:		
Message		
Transition:		
Message:		
Transition:		
Close:		

Prepare for Reactions	Likely Reactions Questions Pushback	Responses