

# 1. Goals and Objectives

*Describe the goals or milestones you want to achieve. You must be specific and clear about what you are looking to achieve. This should only be a couple of sentences. For example, "Increase awareness" is not a goal, "Increase the staff's awareness of Data Retention standards in order to reduce the overall risk of data breaches"*

# 2. Audience and Stakeholder Matrix

*Stakeholder matrixes are extremely important as it forces you to think of people who need to be involved, as well as the level of involvement. This does not have to be exhaustive or very in depth as this will evolve and change over time.*

Stakeholders	Role	What they need to know	Frequency	Channel	Feedback
<i>Name of Stakeholder. Can be both internal and external</i>	<i>The role they play.</i>	<i>Ex. They need to know the plan and timeline</i>	<i>How often you should tell them what they need to know</i>	<i>Way you will communicate</i>	<i>How can they give you feedback</i>

# 3. Scope and Message

*This is where you need to be clear of what is in your scope of work and what is not. For example, if you are looking to increase awareness of Data Policies within your organization, you will not be looking to increase awareness outside your organizations (partners).*

# 4. Timeline and Communications Actions

*List out the different activities you will run on a month-to-month basis. Again, this does not need to be exhaustive, and this will change and evolve over time. This is just to give you a starting point and think about milestones within a specific timeframe.*

[Month 1]:

1. Draft emails and other messages to be sent, making sure they include:
  - a. Timeline
  - b. How to use alternative
  - c. How to get help, give feedback
2. Draft PowerPoint presentation for senior leadership team

[Month 2]:

1. Start Communicating
  - a. KICK OFF – present to senior stakeholders
  - b. Send out emails
  - c. Contact key stakeholders directly
  - d. Get feedback

[Month 3]

1. Compile feedback and make changes to comms

Detailed calendar of events:

<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
4 Oct	5	6 KICKOFF	7	8
11 Email to key stakeholders	12	13	14	15
18	19	20	21	22
25	26	27	28 Email reminder	29
1 Nov Email reminders Conduct feedback interviews	2	3	4	5