

# Communication Playbook

Craft messages that are both heard **and** understood

As the leader, you own the communication around your key initiatives and extraordinary goals. But how do you determine the proper cadence and the best channels for keeping everyone engaged and in the loop? This exercise will help you accomplish the twin goals of “reduced complexity” and “heightened frequency.”

## STEP 1: DETERMINE WHAT YOU NEED TO COMMUNICATE

Pulling from previous exercises, fill out the table below. For each key initiative, record the last BNA that was accomplished as well as the next one in your stack. Why? So you can celebrate recent successes and maintain focus on what needs to happen next. This provides the foundation for WHAT you need to say: “Great job for completing X, let’s rally the troops around Y.”

WHAT ARE WE TRYING TO DO?			
Commander's intent			
HOW DO WE GET THERE?			
<b>KEY INITIATIVE 1:</b>		<b>KEY INITIATIVE 2:</b>	
<b>EXTRAORDINARY GOAL:</b>		<b>EXTRAORDINARY GOAL:</b>	
Last BNA:	Next BNA:	Last BNA:	Next BNA:
<b>KEY INITIATIVE 3:</b>		<b>KEY INITIATIVE 4:</b>	
<b>EXTRAORDINARY GOAL:</b>		<b>EXTRAORDINARY GOAL:</b>	
Last BNA:	Next BNA:	Last BNA:	Next BNA:

## STEP 2: PLAN YOUR CHANNELS

Now you need to determine WHEN and HOW to share your message. Select a key initiative and write it below, placing checkmarks in the boxes to indicate both recent and upcoming communications around that KI. (Alternately, use a single table to map all key initiatives, writing “KI1,” “KI2,” “KI3,” in the appropriate boxes.)

KI:

		CHANNELS					
		Email	Intranet	Meeting	Slack	Video	Live Video
FREQUENCY	RECENT COMMUNICATIONS	Last Month					
		Last Week					
	PLANNED COMMUNICATIONS	This Week					
		Next Week					
		This Month					