

## 8-Step Communication Planner

Step	Description	Key Questions	My Notes
<b>1. Purpose</b>	My reasons and goals of the communication	What do I aim to achieve?	
<b>2. Audience</b>	My target group to be addressed	Who do I am to reach? What is their situation? What needs do they have?	
<b>3. Message</b>	My key content or main idea of communication	What are my top 3 messages?	
<b>4. Media</b>	My delivery method	Which communication channel is most effective to achieve my goal?	
<b>5. Preparation</b>	Preparing my storyline and visual aids	What is my story? Which documents or information would enhance my message?	
<b>6. Delivery</b>	Delivering my communication	When, where and how to communicate?	
<b>7. Check</b>	Ensuring the communication is received	Have my key messages been understood? Is my purpose achieved?	
<b>8. Review</b>	Learning and improving for future communication	What went well? What did not go well? What can I do differently to be more effective?	