
AI Awareness Communication Plan Checklist

Use this practical checklist to guide your rollout of AI awareness communications.

This checklist includes key actions, timing, messaging elements, and delivery methods to help your employees understand, accept, and engage with your AI initiatives.

1. Define the Awareness Strategy

- ☐ Identify the core purpose of the awareness campaign
- ☐ Define objectives (e.g., reduce resistance, demystify AI, explain benefits)
- ☐ Determine target audiences (e.g., all staff, managers, pilot users)
- ☐ Align goals with leadership and change sponsors

2. Prepare Messaging Themes

- ☐ Focus on 'What's In It For Me' (WIIFM)
- ☐ Use human language and avoid technical jargon
- ☐ Include sample examples relevant to daily work
- ☐ Reinforce augmentation, not replacement

3. Develop Multi-Channel Communication Tactics

- ☐ Plan emails, newsletters, town halls, and internal posts
- ☐ Equip managers and team leads with talking points
- ☐ Create a central intranet hub for AI awareness content
- ☐ Prepare visuals and videos to support messaging

4. Deploy Communications in Phases

- ☐ Phase 1: Initial announcement and vision-setting
- ☐ Phase 2: Demystification and benefit sharing
- ☐ Phase 3: Myth-busting and proactive Q&A
- ☐ Phase 4: Reinforce with success stories and testimonials

5. Collect Feedback and Adjust

- ☐ Provide a feedback channel (e.g., form, email, Q&A session)
- ☐ Run surveys or informal pulse checks
- ☐ Adjust messaging frequency, format, or content based on feedback
- ☐ Track awareness KPIs (e.g., open rates, event attendance, sentiment)

6. Sustain Ongoing Awareness

- ☐ Schedule recurring AI updates in newsletters or meetings
- ☐ Refresh content monthly or quarterly
- ☐ Feature real examples from employees using AI tools
- ☐ Continue supporting managers and team leads with resources

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