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# Change Management Communication Plan Checklist

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Use this detailed checklist to build an effective Change Management Communication Plan. This tool will help you define objectives, engage stakeholders, craft messages, select communication channels, and track success throughout your change initiative.

## 1. Define Change Objectives

- ☐ Clarify the overall goals and scope of the change initiative.
- ☐ Document measurable success criteria (e.g., adoption targets, improved efficiency).
- ☐ Ensure alignment with organizational strategy and leadership priorities.

## 2. Identify Stakeholders

- ☐ List all groups and individuals impacted by the change.
- ☐ Segment stakeholders by influence, role, and level of impact.
- ☐ Prioritize high-impact groups for early and frequent communication.

## 3. Develop Key Messages

- ☐ Create clear and consistent core messages for the change initiative.
- ☐ Customize messages for different stakeholder groups (leaders, employees, customers).
- ☐ Address the 'what,' 'why,' 'how,' and 'what's in it for me.'

- ☐ Anticipate potential concerns or resistance and prepare responses.

## 4. Select Communication Channels

- ☐ Choose multiple channels (e.g., email, intranet, town halls, team meetings, workshops).
- ☐ Ensure chosen channels are accessible and effective for each audience segment.
- ☐ Develop a multi-channel strategy to reinforce key messages.

## 5. Establish a Communication Timeline

- ☐ Build a communication calendar aligned with project milestones.
- ☐ Define what messages will be sent, when, and by whom.
- ☐ Avoid premature or delayed communication that could cause confusion.

## 6. Assign Responsibilities

- ☐ Identify communication owners (change managers, sponsors, HR, leaders).
- ☐ Provide leaders with talking points and training for consistency.
- ☐ Hold communication owners accountable for timely delivery.

## 7. Gather Feedback and Adjust

- ☐ Collect feedback using surveys, focus groups, or direct check-ins.
- ☐ Monitor adoption metrics and employee sentiment.
- ☐ Adjust the communication plan to close gaps and improve clarity.

## 8. Monitor and Measure Effectiveness

- ☐ Define KPIs such as adoption rates, engagement levels, and survey results.
- ☐ Track progress against objectives and update leadership regularly.
- ☐ Document lessons learned for future change initiatives.

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