**Housing Supply Challenge Support Program**

Communication planning Worksheet #2 – Communication Plan, Part Two

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| Breakout Group Discussion: |
| Review the content below and discuss the **last four** elements of the Communication Plan covered in Part Two of our discussion: |
| Key Message, Schedule, Owner, and Feedback Loop. |
| Use the same priority audience you selected on the prior Worksheet and complete the last four shaded columns of the plan template. |

# Discussion questions for your group:

How can you present your solution through the use of compelling storytelling?

What key messages are important to convey?

What proof points do you have to support these key messages?

When, and with what frequency will you communicate with this priority audience?

Who is best to handle communication with this priority audience?

How will you incorporate active listening and opportunities for feedback into your communication with this priority audience?

# Priority Audience Communication Plan Template

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| **Priority**  **Audience** | **Communication Objective** | **Communication Deliverable** | **Communication**  **Method** | **Key Message** | **Schedule** | **Owner** | **Feedback Loop** |
| **Example:**  Community Group ABC | Keep community X informed about local impact | Project update | Bi-monthly Town Hall meetings  Printed Fact Sheet | We are open to, and want your input/feedback | January 15 + 22  March 15 + 22 | Team Member name here | Town Hall Q&A  Post-event survey |
| **Your teamwork:** | [Insert text] | [Insert text] | [Insert text] | [Insert text] | [Insert text] | [Insert text] | [Insert text] |

**Key message**: The main point of information that you want a priority audience to know and understand.

**Schedule**: The frequency and timing of communications.

**Owner**: The team member responsible for managing communication with this priority audience.

**Feedback loop**: A means to solicit a priority audience’s response or reaction that may be used as an opportunity for growth and learning.