
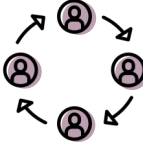


Communication Plan

Project

Stage of Change	Purpose	Method	Audience	Message	Delivery Date	Sender
 Awareness	What is the nature of the change? Why is the change happening? What is the risk of not changing?					
 Desire	What's in it for me (WIIFM)?					
 Knowledge	What do I need to do?					
 Ability	How do I need to do it?					
 Reinforcement	What is the plan for keeping the change in place?					