

Template

Monthly communication planning for managers

Prepare. Connect. Lead.

Map your monthly communication strategy

Use this template to plan what you'll share with your team this month.

Map important topics, including high-level, business issues (such as messages from senior leaders, HR or IT), as well as topics related to your group/function. Put yourself in your team members' shoes and ask, "What would I want to know?"

The top row includes an example: the topic (and a quick definition), what it means for your team and when/how you'll share the information.

If you're unsure of what topics to share, check with your manager or internal communication team.

Key topics to cover	What this means for my team	When/how I'll share
New data sharing platform (INSIGHT): training invitations for Commercial functions will be sent on Oct. 3; this new tool will help us all work more collaboratively and make better business decisions based on a single source of truth.	Team members need to take the training to learn how to create searches and run key reports. They have to sign up for at least one training (whichever best fits their schedules).	At our team meeting on Oct. 5 so we can brainstorm the top five reports we need to run.

Milestones

Birthdays	Anniversaries	Welcomes	Retirements	Other department/team information
				Next check-in for the Progressive Muscular Atrophy (PMA) Integrated Project Team is Oct. 25. Need workstream updates submitted by Oct. 10.

Note milestone events for your team members. This type of personal recognition fosters strong relationships.

Cover need-to-know information specific to your team or department. Be sure to call out any required actions or deadlines.

Communication plan for

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4 best practices for manager communication

1. Answer questions

- Think from the employee perspective
- Be patient and listen
- Prepare for difficult questions
- Provide opportunities

EXAMPLE

“During our town hall on Monday, the CEO launched our new quality initiative. What questions do you have? If I don’t know the answer, I’ll investigate.”

2. Translate concepts

- Focus on what’s important for your team
- Explain the “why”
- Be clear about expectations
- Collaborate on next steps
- Check for understanding

EXAMPLE

“The Sales VP reviewed our division’s goals for the new year at our last all hands meeting. To meet those goals, our team needs to contribute \$5 million in incremental sales. Let’s brainstorm how to achieve that target.”

3. Balance communication

- Use a mix of channels
- Formal (e.g., meetings, emails, etc.)
- Informal (e.g., notes, hallway conversations, voicemails)

EXAMPLE

At the end of a large project, send handwritten notes (informal) thanking team members for their contributions. Then give them shoutouts at your next team meeting (formal).

4. Use feedback to make improvements

- Ask in the moment
- Ask trusted sources
- Ask employees to share stories
- Remember to close the loop by following up

EXAMPLE

“During our team meeting, I explained the updated procurement process, but there were no questions. Is the process clear? If not, what could I have done to make it easier to understand?”



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