Does my project need a comms plan?

01. Are we affecting anyone?

Yes! Start planning now. Who needs to know? What do they need to know? When do they need to know it? How will you tell them? What will you tell them?

02. Is this a politically sensitive issue?

Yes! You'll definitely want a comms plan so you can show how you're addressing the issues and concerns. You need to tread carefully and a plan is the best way to do this.

03. Are the stakes high? Think $$$ and reputation.

Yes! If the stakes are high and you need to succeed, you'll need a comms plan. A good plan holds you to account and demonstrates a desire to do things right.

04. Do we have a legal or moral obligation?

Yes! You may not always have a legal obligation to communicate, but almost always there's a moral obligation to let people know what's happening – wouldn't you want to know if you were affected?

05.Why wouldn't we?

There are very few projects that don't need a comms plan. If you're invested in doing things well and doing them right, make sure a comms plan is created at the start.

Next steps: check out our 9-step comms plan and our comms plan checklist.

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