

# CREATE A COMMUNICATION PLAN: Case Study

## Scenario

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As a project manager for Office Green, you are responsible for a communication plan. You need to consider the different parts of the scenario to fit them into the communication plan.

**Planning Meetings with the Core Team:** Since the core team is directly involved in planning and executing the trainings, you want to meet with them daily and in person. The goal is to check in with each member about their progress, troubleshoot any issues, and make sure everyone stays on track. Your manager can also be a planning resource, so you make sure to schedule the team meetings later in the day than your weekly meeting with your manager. You make a note to check in with your manager with questions and link to the meeting agendas and notes.

**Software & Equipment Vendor:** Since your HR Specialist and Training Manager will plan and run the trainings, they will both need to meet with the vendor. They allow a half-day for this meeting, which will give them time to go over the training manual and ask follow-up questions. You link to the vendor's Statement of Work and make a note to remind the HR Specialist and Training Manager to check in with relevant team members after the meeting.

**Human Resources:** Your HR Specialist owns communications with the HR department, and checks in with them weekly and in-person for project planning assistance. Since HR will also provide support during trainings, want to send them reminder emails as well. You note that more communications will likely be necessary on an as-needed basis.

**Planning Check-ins with Facilities:** Facilities needs to know the training schedule and requirements, but does not need daily updates. The Administrative Coordinator checks in with them weekly over the phone (but could also meet with them in person). You link to the forms you need to request rooms and equipment for the training sessions.

**Planning Check-ins with the Print Shop:** The Print Shop needs to know the details of the event, but you may not need to check in with them every day. The initial planning meeting is the most important, after which weekly check-ins (over the phone or in person) will suffice. Your Administrative Coordinator takes care of these communications. You link to the printing request forms you will use to order the training manuals.

**Informational Updates for Office Green employees:** You want to communicate with the trainees consistently so they remember when to arrive, where to go, and what to bring. Your Training Manager sends a group email from an official Office Green account each week and sends a reminder the day before each group's training session. That's a lot of messages to keep track of, so you make a note for the Training Manager to automate the reminder emails.

**Training for Office Green employees:** The Training Manager will also run the in-person trainings, which are scheduled each day for ten days, beginning at 10:00 AM. You make sure to link to the training schedule, so that it's easily accessible.

**Survey for Office Green employees:** Once the training sessions are complete, the Training Manager will send the trainees a survey via email (with two follow-up reminders). You make a note to discuss the results at the next team meeting.

**Status Update with your manager:** Since your manager wants to be kept informed of your progress, you decide to update them at your weekly, in-person meeting. You make a note to come prepared with a brief update and specific questions for your manager.

**Status Update with Senior Leaders:** Since the Director of Operations and the Director of Product want to know how the trainings went, you send them an email update (and CC your manager) once they have concluded. You link to the resources you'll need to create your report.



## Project Plant Pals: Employee Training Communication Plan

Recipients	Type of Communication	Frequency	Sender/Owner	Key Dates	Delivery Method	Goal	Resource Links	Notes
Core Team	Planning Meeting	Daily	Project Manager	Every day at 3pm	In Person	Project planning and task updates to make sure the team stays on track	<a href="#">[link to meeting agenda and notes]</a>	If needed, check in with manager about any high-level questions before meetings.
Software and Equipment Vendor	Planning Meeting	One time	Core Team: HR Specialist & Training Manager	Half day, Friday before development of the training plan begins; confirm date and time three days in advance	In Person	Go over the training manual in order to create an effective training plan for Office Green's employees	<a href="#">[link to vendor SoW]</a>	This meeting needs to take place before the end of the vendor's SoW. Make sure the HR Specialist & Training Manager check in with fulfillment and inventory team members about the outcome of the meeting.
Human Resources	Planning Check-In	Weekly	Core Team: HR Specialist	Also send reminders (via email) the day before each training	In Person	Project planning assistance; provide support during the training session		Additional communication on an as-needed basis
Facilities	Planning Check-In	Weekly	Core Team: Administrative Coordinator	Tuesdays at 2pm	Phone Call	Reserve rooms, spaces, and equipment needed for employee training	<a href="#">[link to room and equipment reservation form]</a>	
Print Shop	Planning Check-In	Weekly	Core Team: Administrative Coordinator	Thursdays, including the day before the event	Phone Call	Coordinate on the printing and delivery of training manuals for employees	<a href="#">[link to printing order form]</a>	
Office Green employees	Informational Update	Weekly	Core Team: Training Manager	Fridays, including the Friday before training sessions begin	Email (from company address)	Communicate schedules, locations, and other necessary details to trainees	<a href="#">[trainee email list]</a>	Set up automated reminder emails
Office Green employees	Training	Daily	Core Team: Training Manager	Each day for ten days, starting at 10am	In Person	Train employees to use the supply chain management software and equipment	<a href="#">[link to training schedule]</a>	
Office Green employees	Survey	One time	Core Team: Training Manager	The first business day after trainings end, with two follow-up reminders	Email (from company address)	Post-training survey	<a href="#">[trainee email list]</a>	Discuss results at next team meeting
Your Manager	Status Update	Weekly	Project Manager	Monday afternoons at 2pm	In Person	Update on event planning, ask questions, and get feedback		Come prepared with a brief update and specific questions
Senior Leaders: Director of Operations and the Director of Product (and CC your manager)	Status Update	One time	Project Manager	Debrief the week after the event	Email (from individual address)	High-level information and general updates	<a href="#">[link to folder with training notes and survey results]</a>	