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Communication Management Plan Template

What is Communication Management Plan Template?

A Communication Management Plan (CMP) template is a document that outlines the strategy, tactics, and resources needed to effectively communicate with stakeholders throughout a project or initiative. It's a vital tool for ensuring that all parties involved in a project are informed, engaged, and aligned with its goals and objectives.

A typical CMP template includes sections such as:

1. **Project Overview:** A brief summary of the project, including its purpose, scope, timeline, and stakeholders.
2. **Communication Goals:** Specific objectives for the communication plan, such as increasing stakeholder engagement or improving understanding of project progress.
3. **Target Audiences:** Identification of the specific groups or individuals who need to be informed about the project, including their interests, needs, and communication preferences.
4. **Communication Channels:** Description of the various channels that will be used to communicate with stakeholders, such as email, meetings, reports, social media, or presentations.
5. **Content Strategy:** Outline of the types of information that will be communicated, including project updates, milestones, risks, issues, and successes.
6. **Frequency and Timing:** Schedule for when and how often communication will occur, taking into account stakeholder availability and attention span.
7. **Communication Materials:** List of the specific materials that will be used to communicate with stakeholders, such as project schedules, budgets, or progress reports.
8. **Roles and Responsibilities:** Definition of who is responsible for communicating what information to whom, including project team members, sponsors, and stakeholders.
9. **Performance Measurement:** Metrics for evaluating the effectiveness of the communication plan, such as stakeholder satisfaction surveys or project status updates.

Here's a sample CMP template:

Project Overview

- Project Name: XYZ Project
- Purpose: To develop a new product feature
- Scope: The project will involve designing, developing, and testing a new product feature
- Timeline: The project is expected to take 6 months to complete
- Stakeholders: Product manager, development team, quality assurance team, customers

Communication Goals

- Increase stakeholder engagement by 20%
- Improve understanding of project progress by 30%

Target Audiences

- Product Manager: Needs regular updates on project status and milestones

- Development Team: Needs detailed information on project scope and requirements
- Quality Assurance Team: Needs to be informed about testing and quality control processes
- Customers: Needs to be informed about product releases and benefits

Communication Channels

- Email: Regular project updates and meeting invitations
- Meetings: Bi-weekly progress meetings with the development team and monthly status reports with stakeholders
- Reports: Detailed project reports and dashboards for stakeholders
- Social Media: Project announcements and updates on social media platforms

Content Strategy

- Project updates: Weekly email updates on project progress and milestones
- Milestones: Announcements of major project milestones, such as product releases or testing complete
- Risks and Issues: Regular communication of risks and issues that may impact the project timeline or budget
- Successes: Highlighting successes and achievements throughout the project

Frequency and Timing

- Weekly email updates on Monday mornings
- Bi-weekly progress meetings on Tuesday afternoons
- Monthly status reports on Friday evenings
- Social media updates as needed

Communication Materials

- Project schedule: Detailed project timeline and milestones
- Budget report: Regular updates on project budget and expenses
- Progress report: Summary of project progress and achievements
- Meeting materials: Agenda, minutes, and presentations for meetings

Roles and Responsibilities

- Project Manager: Responsible for communicating project status and milestones to stakeholders
- Development Team Lead: Responsible for providing detailed information on project scope and requirements
- QA Lead: Responsible for informing stakeholders about testing and quality control processes
- Product Manager: Responsible for providing input on product features and requirements

Performance Measurement

- Stakeholder satisfaction surveys: Quarterly surveys to measure stakeholder engagement and satisfaction
- Project status updates: Regular reports on project progress and achievements

- Budget variance analysis: Analysis of budget variances and recommendations for adjustments

This is just a sample CMP template, and you may need to customize it based on your specific project or initiative. Remember to involve stakeholders in the development process and regularly review and update the plan as needed.

[acronyms](#), [communication](#), [management](#), [plan](#), [template](#), [stakeholders](#), [project](#), [overview](#), [communication](#), [goals](#), [target](#), [audiences](#), [communication](#), [channels](#), [content](#), [strategy](#), [frequency](#), [timing](#), [communication](#), [materials](#), [roles](#), [responsibilities](#), [performance](#), [measurement](#)

Communication Management Plan

Project Overview

Project Name: Project Manager: Project Start Date: Project End Date:

Communication Objectives

Purpose of Communication: Expected Outcome:

Stakeholder Analysis

Stakeholder Name: Role: Information Needs: Preferred Communication Method: Frequency of Communication:

Communication Methods

Method: Description: Frequency: Audience:

Communication Schedule

□

Roles and Responsibilities

Role: Responsibility: Assigned To:

Escalation Process

Issue: Escalation Path: Time Frame:

Change Management

Change: Communication Requirement: Responsible Party:

Document Control

Document Name: Version: Change History:

Approval

Approved By: Date: Signature:

Notes

Additional notes or comments related to the communication plan.



Export as PDF

Related:

- [Project management](#)

External links:

- [One moment, please... —stakeholdermap.com](#)
- [Free Communication Plan Templates | Smartsheet —smartsheet.com](#)
 - Download free, customizable communication plan templates for Excel, Microsoft Word, Adobe PDF, and Google Sheets.
- [How to Create a Project Communication Plan \(Template Included\) —projectmanager.com](#)
 - Learn what a project management communication plan does, why it's important, and guiding principles to help you create an effective one.

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A large, empty rectangular area with a thin border, occupying most of the page. It is intended for the user to input the details of their Communication Management Plan.

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