**CHANGE MANAGEMENT 
COMMUNICATION STRATEGY TEMPLATE EXAMPLE**

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| PROJECT NAME | PROJECT MANAGER | VERSION NO.  |
| Project Alpha | Lori Garcia | 0 |
| ORGANIZATION | DATE CREATED | VERSION DATE |
| 123 Organization Co. | MM/DD/YY | MM/DD/YY |
| Chat outline  |   |   |   |
| STRATEGIC ITEM | DESCRIPTION |
| Communication Objectives | What are the goals for internal communication during change management? |
| Stakeholder Analysis | Identify your stakeholders’ roles, understanding, and level of expertise. |
| Key Messages | Communicate the change, who is affected, why it is necessary, where, and when it will occur. Messaging should be authentic, transparent, clear, concise, and written in a friendly, engaging tone. |
| Communication Channels | Use channels like email, face-to-face, virtual meetings, and intranet messages based on stakeholder preferences. |
| Content Development | Tailor content for specific channels. You may have to develop different content for different stakeholders. |
| Timeline | Use an ongoing messaging campaign along the change management timeline to help stakeholders prepare and adapt to change. |
| Other | Content |
| Other | Content |

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