

OCM COMMUNICATIONS CHECKLIST



Activities



Leadership identified and aligned

- Leadership and people leaders identified (Communicators).
- They are clear about their role, aware of specific challenges of Change Communication.



Start with the WHY

- The WHY of change and storyline are signed off by Leadership.
- Communicators are clear about the WHY, storyline and key messaging.



Communication Channels set up

- Key communication channels (incl. for which type of content) are defined.
- Accountabilities of who will maintain and feed the channels are clear.



Communication Plan is drafted

- Stakeholder specific Communication Plan is drafted and aligned with Leadership.
- Initial Communication Plan is clear to Communicators.



Who is doing what is clear

- Roles and Responsibilities incl. Communication Processes are clear to Communicators.
- Ways how to cascade the communication down the organization are clear.



Communication metrics are defined

- Metrics and KPIs to measure successful Communication are clear and aligned.
- Ways how to collect data in which cadence are defined.

