Sample Communications & Change Plan

Communication Plan Sample
ERP Phase II Upgrade

Notes:
- This plan does not outline all Org. & Change Management activities – only those related to **Communications, Training**, or **Stakeholder Management** (building buy-in).
- This plan is arranged chronologically.
- *This plan is a working document, managed and used by Liz Steblay (i.e. expect things to change some)*

Legend for Objective Column (applicable to end users): Aw = Awareness, Ac = Acceptance, O = Ownership, S = Sustaining

Ref. #	Item	Target Audience(s)	Objective Aw/Ac/O/S	Specific Objectives / Key Messages	Medium (1st, 2nd)	Spokes-person / Author	Timing	Notes
1	Official project announcement	ERP users and stakeholders (dl-ERP)	X	• Reasons for upgrade / objectives • WIIFM (benefits to users) • Approach, timeline (what we've done so far, what's coming up) • FAQ's • Who to contact w/ questions	1. e-mail to dl-ERP 2. 3. Same info + more to dept. mgrs.	Mike P. (Stephanie)	Early April (1st week ideally, but no later than the 14th.)	• Cover: What Why When Who Where. WIIFM = What's in it For Me • Do we need anything from the end user, i.e. confirming their access or usage? • Idea: if it comes from the whole S.Team, it will up their commitment / involvement.
2	Managers' Info Comm.	Dept. managers of ERP transactional users (or all?)	X X	• Overview of upcoming events and timing (e.g. ERP All Hands meeting, cut-over, etc.) • What they need to do (e.g. encourage their people to participate) • What this means for the employees in their department (include info from #4 below too)	1. e-mail, 2. and hard copy	Mike P. (Stephanie)	By April 21 (about a week before the ERP All Hands meeting)	• A graphical timeline or calendar would be helpful
3	"ERP All Hands" user meeting	Transactional users	X X	• Review cut-over plan and timing • Get buy-in: solidify/confirm "user validators"	1. Open meeting (w/ beer?)	Mike P., Siva	Last week of April (by April 28)	• Be sure to invite the project team
4	Cut-over plan e-mail	ERP users and stakeholders (dl-ERP) The project team	X X \	• Details of cut-over plan from end users point of view (keep it simple!) • Be sure to hi-light minimum disruption to end user • Who to contact w/ questions/issues	1. e-mail to dl-ERP 2. Hard copy to be extra sure?	Siva	A day or two after the ERP All Hands meeting	• Only mention the things that affect the end user (things that they will see or that will affect them) • "Dear ERP User, Cutover to our new system is just 3 weeks away….here's what you need to do to get ready."
5	Cutover Tip Sheet	ERP end users (dl-ERP)	X	• Here's what you need to do before "Day 1" and on Day 1 • Who to contact with issues/concerns /questions	1. Hard copy 2. email	Siva	Monday before cut-over (May 15)	
6	We're live!	ERP users and stakeholders (dl-ERP)	X X	• Cut-over successful; Any issues to report ("we're aware of ___ and working on it…") • Congratulations to the team • Who to contact for help	1. e-mail to dl-ERP	Mike and Siva	Monday, May 22	• Include names of team if practical • Include info on how to submit a problem request form if appropriate