

Developing a Korcsmaros Group Communication Plan

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Korcsmaros Group lab meeting

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My experience with communications plans

The third one I work on developing

There are potentially three others I may work on soon

No formal training on the topic - I'm learning as I go along

Writing, slowly, on what I'm learning on my Blog <https://aidanbudd.wordpress.com>

Plan to share tools I build, and other insights there - part of developing my own personal communications plan

What is planning? Why do we do it?

Planning is about considering current situation, identifying how we want it to be different, and setting goals to achieve that new situation.

‘Studies showed that specific, high (hard) goals lead to a higher level of task performance than do easy goals or vague, abstract goals such as the exhortation to “do one’s best.” So long as a person is committed to the goal, has the requisite ability to attain it, and does not have conflicting goals, there is a positive, linear relationship between goal difficulty and task performance.’

New Directions in Goal-Setting Theory (Locke and Latham, 2006)

What is typically in a “communication plan”?

A description of:

Mission statement of the organisation - valuable reference for writing other parts of the plan

List of available (current and potential future) **communication vehicles**

List of **stakeholders**, info on why they are relevant, our **key message for each** of them

List of time and other **resources available** for carrying out the plan

List of priorities and an **action list** going forward

How do we build it?

COLLABORATIVELY!

"Ownership in the plan is of paramount importance. The senior executives are responsible for the development of the plan, but a plan to which only a handful of people are committed has little chance of becoming more than a piece of window dressing to which people, at best, will pay little attention, and which, at worst, will contribute to the image of the executives as unrealistic, uncommitted, or unable to do what they plan".

Communication Planning: An Integrated Approach (Ferguson, 1999) (quoting Ingstrup, 1990)

How do we build it?

COLLABORATIVELY!

- 1. Work together to build a mission statement for the group**
- 2. Build together a list of stakeholders and communications vehicles**
3. Brainstorm about group's challenges, opportunities, strengths, weaknesses - analyse these to better understand how we want to
4. Using above resources, I write draft plan, consult back with you on it

How do we build it?

COLLABORATIVELY!

There are other things we could do together e.g.:

- a detailed audit of how we currently communicate

- SWOT analysis

- other kinds of analyses e.g. competition

Could do these when revisiting the plan e.g. in a year's time

But now rather keep process light-weight to start hopefully-improved strategic communication ASAP

How do we build it?

COLLABORATIVELY!

I asked you to spend some time already thinking about topics to save time today

Discussing your ideas with others helps develop them, build confidence in them
- hence the pair work

Please record either the consensus you build, or the individual thoughts you have, in a document, and send it to me at the end of the meeting

I won't join the discussions, so I'm here to answer questions if needed

How do we build it?

Time to spend on each topic:

Mission statement (15 min)

Stakeholders (10 min)

Communication vehicles (10 min)

If you finish early, move to the next topic

For each topic:

Begin taking turns to describe your ideas on the topic

Then discuss and try and resolve/make consensus on your ideas

In last 2 minutes put together your thoughts (consensus, or different) together with your names in