



## COMMUNICATIONS STRATEGY MATRIX

Use this grid to focus communications activity as a strategy support tool. Used thoughtfully, this tool helps to disrupt lazy thinking and break corporate muscle memory. Use this to organize work around a strategy, instead of organizing strategy around the work.

<b>WHAT</b> <i>Define the problem you are solving or point to the specific question this communication choice answers. Each channel has a purpose. Clarify it here.</i>					
<b>WHERE</b> <i>Choose 1-2 channel(s) max.</i>					
<b>WHEN</b> <i>Daily, weekly, monthly, bi-monthly, quarterly, yearly or on-demand? Pay attention to the cumulative frequency of all your channels. Don't "send" too much, too often.</i>					
<b>WHY</b> <i>List the desired outcome here. If this channel is successful, this will happen. If it works, this is what happens. Don't be idealistic. Do be realistic.</i>					
<b>HOW</b> <i>The big idea. The value this audience feels. The one thing that matters most. Shape this around what they are trying to do, not what you want them to do.</i>					
<b>WHO</b> <i>The primary department contact or ministry owner who approves and/or contributes to the content accuracy. They are not necessarily responsible for the execution or ultimate creative direction of the channel.</i>					

