

Gartner for Communications Leaders

# Communications project planning template



## Business partner(s):

Step 1: Define the business objective alongside behavioral objective(s) and metric(s).

Business background	What do you need your target audience(s) to do?
Key stakeholder(s)	What behavioral metric(s) are you trying to achieve and how does it help the business?
Business objective and metric(s)	What's preventing people from doing what you want them to do (feeling, thoughts)

Step 2: Highlight key audience personas and key messages that will resonate with them.

Audience persona	Key message(s)
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Step 3: Identify channels, tactics, metrics and measurement approaches for your project.

Channel	Tactics	Metrics	Measurement approach
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