



Project Communication Planner

THE 6 W'S FOR GETTING IT DONE!

WHO: (WHO IS YOUR AUDIENCE)?

- - - - -

WHAT: (WHAT IS YOUR GOAL)?

- - - - -

WHERE: (WHERE IS THE PRESENTATION TAKING PLACE)?

- - - - -

WHEN: (WHEN IS THE PRESENTATION TAKING PLACE)?

- - - - -

WHY: (WHY IS THIS IMPORTANT)?

- - - - -

HOW: (HOW ARE YOU PLANNING TO COMMUNICATE YOUR POINT)?

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Project Communication Planner

Hints and Tips



WHO:
KNOW YOUR AUDIENCE. THINK ABOUT HOW YOUR CAUSE CONNECTS TO YOUR AUDIENCE'S NEEDS. CONSIDER YOUR AUDIENCE'S ROLE(S)

WHAT:
HAVE A CLEAR GOAL IN MIND. CAREFULLY CONSIDER THE WORDS YOU USE TO DESCRIBE YOUR GOAL.

WHY:
EXPLAIN YOUR REASONS FOR MAKING A CHANGE. CONSIDER THE IMPACT(S) OF CHANGE, INCLUDING EFFECTS ON THE RIGHTS OF OTHERS

WHERE:
CONSIDER THE OVERALL ENVIRONMENT FOR YOUR PRESENTATION. KNOW THE RESOURCES THAT ARE AVAILABLE TO YOU

WHEN:
KNOW THE APPROPRIATE TIME(S) TO BRING UP YOUR ISSUE. BE AWARE OF THE SCHEDULE AND YOUR TIME LIMIT. REHEARSE YOUR PRESENTATION

HOW:
CHOOSE HOW TO COLLECT AND PRESENT YOUR INFORMATION: CONSIDER INCLUDING SURVEY RESULTS, CHARTS, GRAPHS, TABLES, MAPS, ETC

Throughout the process, reflect on your presentation, preparations, results, and feelings:

How might you change your presentation and/or methods to better achieve your goals?

