*Communication* Templates

**structured communication frameworks for different stakeholder groups**

How to Use Communication Templates

These structured templates provide consistent frameworks for effective communication with different audiences during organizational changes. Here's how to use each one:

General Guidelines for All Templates

1. **Be concise:** Keep language clear and direct
2. **Personalize:** Adapt the framework to your specific situation
3. **Maintain tone:** Ensure your communication reflects organizational values
4. **Review:** Have a colleague check for clarity before sending

Implementation Tips

1. **Customize but maintain structure:** While you should personalize content, keep the framework intact for consistency.
2. **Coordinate timing:** Send leadership communications before team communications, and team communications before stakeholder notifications.
3. **Be available:** Schedule time for questions after sending each communication.
4. **Document feedback:** Track concerns raised to address in follow-up communications.
5. **Follow up:** Send progress updates that reference the original communication framework.

Template 1: *Leadership Communication*

**Subject:** Operational Adjustments Following Staff Changes

**Framework:**

1. Context: Brief explanation of changes and rationale
2. Impact: Clear statement of service adjustments
3. Plan: Structured approach to maintaining critical functions
4. Support: Resources available to address concerns
5. Timeline: Key milestones and check-in points
6. Expectations: What stakeholders should anticipate

**When to use:** For communicating significant operational changes to executive leadership and senior management.

**How to complete each section:**

1. **Context:**
   * Explain what changes are occurring and why they're necessary
   * Keep to 2-3 sentences that frame the business rationale
   * Example: "Following the departure of three team members, we're adjusting our service model to maintain critical functions."
2. **Impact:**
   * State specifically what services or operations will change
   * Use bullet points for clarity if multiple impacts
   * Example: "This will result in extended response times for non-critical requests and a temporary pause on new project intake."
3. **Plan:**
   * Outline your approach to maintaining essential functions
   * Include resource reallocations or priority shifts
   * Example: "We've reallocated team capacity to focus on core client deliverables and scheduled training to cross-skill remaining team members."
4. **Support:**
   * Detail what resources are available for leadership
   * Include points of contact for questions
   * Example: "A detailed FAQ is attached, and Sarah will be available to address specific operational questions."
5. **Timeline:**
   * Provide specific dates for key milestones
   * Include when regular updates will be provided
   * Example: "We'll implement these changes on June 1st, with status updates provided weekly through July."
6. **Expectations:**
   * Clearly communicate what leadership should anticipate
   * Be honest about potential challenges
   * Example: "During this transition, we expect a 20% increase in response times for standard requests, returning to normal levels by August."

Template 2: *Team Communication*

**Subject:** Our Path Forward: New Operating Model

**Framework:**

1. Acknowledgment: Recognition of team challenges
2. Clarity: Specific changes to responsibilities
3. Support: Training and resources available
4. Success Measures: How we'll know we're on track
5. Feedback Channels: How to raise concerns
6. Recognition: How additional efforts will be acknowledged

**When to use:** For communicating operational changes directly to affected team members.

**How to complete each section:**

1. **Acknowledgment:**
   * Recognize the challenges the team is facing
   * Show empathy for their situation
   * Example: "I recognize these staff changes create uncertainty and additional pressure for everyone."
2. **Clarity:**
   * Detail exactly how responsibilities will shift
   * Be specific about who will handle what
   * Example: "Starting Monday, client requests will be triaged by the central intake team rather than individual account managers."
3. **Support:**
   * Outline training and resources available
   * Include both formal and informal support options
   * Example: "We've scheduled training sessions on the new intake process on Thursday and Friday, and Elena will serve as a daily resource for questions."
4. **Success Measures:**
   * Define how performance will be evaluated
   * Include both quantitative and qualitative measures
   * Example: "Success will be measured by maintaining our 95% client satisfaction rating and completing all critical deliverables on schedule."
5. **Feedback Channels:**
   * Provide multiple options for team input
   * Set expectations for response times
   * Example: "Share concerns through our anonymous feedback form or during our daily standup meetings. All feedback will be addressed within 24 hours."
6. **Recognition:**
   * Explain how extra efforts will be acknowledged
   * Be specific about any compensation or rewards
   * Example: "Additional hours worked during this transition will be tracked and compensated as overtime, and exceptional contributions will be recognized at our monthly all-hands meeting."

Template 3: *Stakeholder Communication*

**Subject:** Service Adjustments and Priorities

**Framework:**

1. Changes: Specific modifications to service levels
2. Rationale: Brief context for the changes
3. Priorities: How work will be sequenced
4. Escalation: Process for urgent needs
5. Feedback: How to provide input
6. Review: When adjustments will be reassessed

**When to use:** For communicating service changes to clients, vendors, or other external stakeholders.

**How to complete each section:**

1. **Changes:**
   * Clearly state what will be different
   * Focus on items that directly impact the stakeholder
   * Example: "Starting June 1st, our response time for standard requests will extend from 24 to 48 hours, and new project intake will be paused until July 15th."
2. **Rationale:**
   * Provide enough context without overwhelming detail
   * Frame in terms of service improvement where possible
   * Example: "These temporary adjustments allow us to maintain quality on existing commitments while we onboard new team members."
3. **Priorities:**
   * Explain how work will be sequenced
   * Be transparent about what will be delayed
   * Example: "During this period, we will prioritize contractual deliverables and compliance requirements, followed by system maintenance and enhancement requests."
4. **Escalation:**
   * Detail the process for urgent needs
   * Include specific contacts and methods
   * Example: "For urgent matters requiring immediate attention, please contact our priority response team at [priority@company.com](mailto:priority@company.com) or 555-123-4567."
5. **Feedback:**
   * Describe how stakeholders can provide input
   * Show that their perspective is valued
   * Example: "We welcome your feedback on these adjustments through our client portal or during your regular check-in meetings with your account manager."
6. **Review:**
   * Specify when the changes will be reassessed
   * Set expectations for potential adjustments
   * Example: "We will review these service adjustments on July 15th and communicate any modifications at that time."