



Quality and Safety Series

Communication Plan

OBJECTIVES



- Discuss the importance of communication for project success.
- Discuss the importance of a communication plan.
- Identify the key components of a communication plan.

Importance of Communication

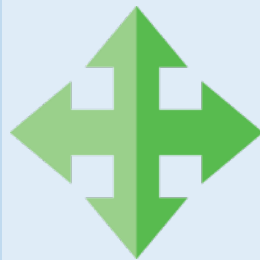
“Communication is the process by which information is exchanged and understood by two or more people, usually with the intent to influence or motivate behavior.” – Daft (2013)

- Lack of communication is the top reason for failures—personal, professional, and project-related.
- Communication consists of verbal, non-verbal, active listening, and role modeling.

Formal Communication

Flows within defined chain of command

- Downward
- Upward
- Horizontal



Informal Communication

Personal communication channels

- Networking
- Grapevine
- Project champions/
change agents



Communication



Communication is not just talking at people.



Communication is two-way conversation.

Active Listening Is Critical

- Learn valuable informational nuggets.
- Gain perspective.
- Anticipate barriers.
- Generate ideas.
- Get feedback.

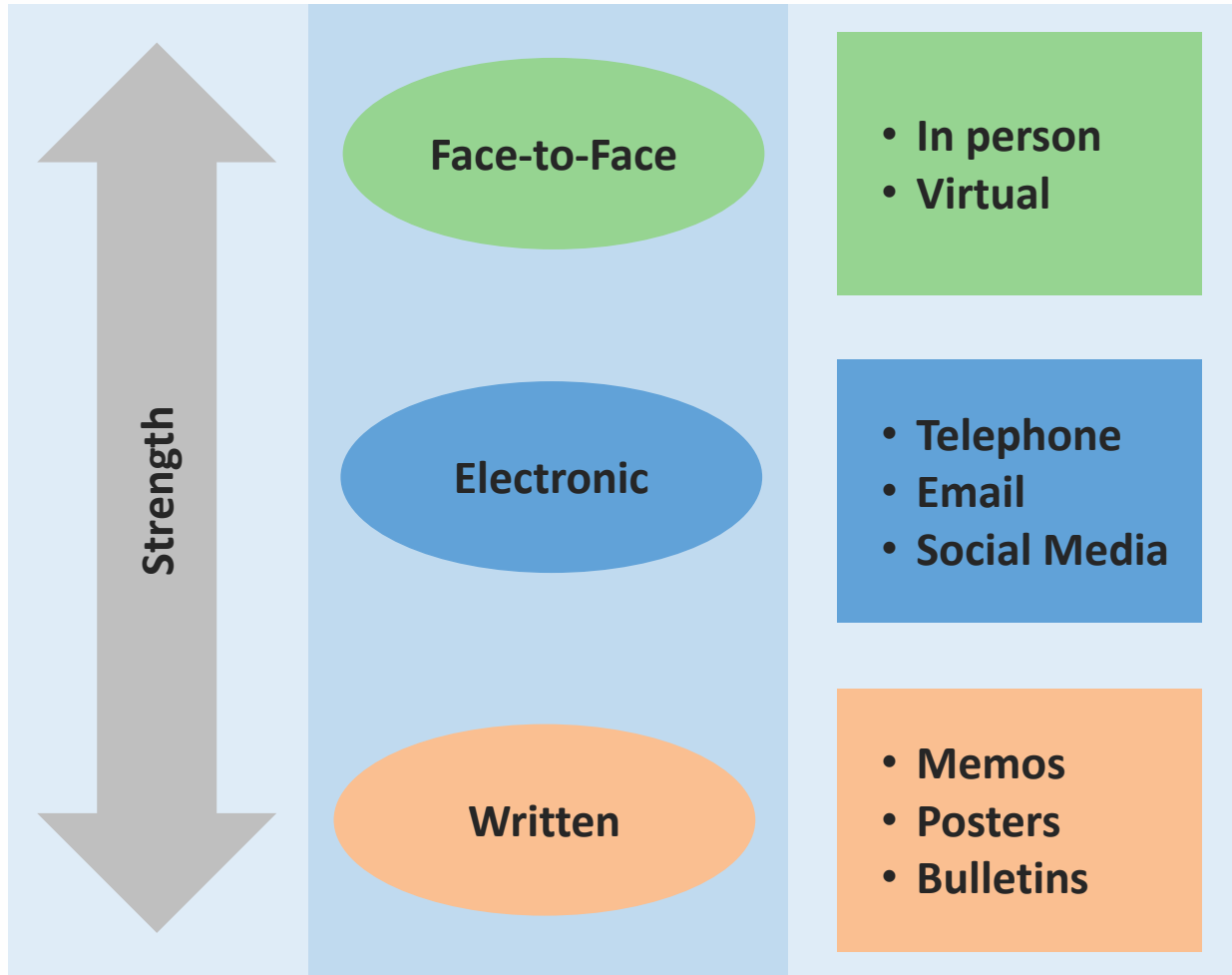


The Naysayers



- Their comments are valuable.
- Listen to their feedback.
- Sift through the negativity.
- Identify areas of “pushback.”
- Identify themes of resistance.
- Address them as part of sound bites in your communication plan.

Hierarchy of Communication




What Is a Communication Plan?

A project communication plan outlines the strategic dissemination of information to key stakeholders.



- Serves as platform for transparency.
- Promotes ongoing buy-in.
- Communicates status of project.
- Keeps stakeholders aligned.
- Keeps teams engaged.

Components of a Communication Plan


Project Communication Plan

Project Description/Name: _____

Project Owner: _____ **Communication Lead:** _____

SMART* Goal: _____

*SMART = Specific, Measurable, Attainable, Realistic, Time-Bound

Who (Audience)	What (Message)	When (Date/Frequency)	Where (Location)	Why (Goal)	How (Mechanism)

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Components of a Communication Plan: Summary



Project Communication Plan

Project Description/Name:

Project Owner:

Communication Lead:

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Who (Audience)	What (Message)	When (Date/Frequency)	Where (Location)	Why (Goal)	How (Mechanism)

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Summary

Provides a high-level overview of the project.

This should include goals, objectives, and/or a description of the project.

Components of a Communication Plan: Who



Project Communication Plan

Project Description/Name:

Project Owner:

Communication Lead:

SMART* Goal:

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Who (Audience)	What (Message)	When (Date/Frequency)	Where (Location)	Why (Goal)	How (Mechanism)

Who

Who is your audience?

You can help identify your target audiences through a stakeholder-mapping exercise.

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Components of a Communication Plan: What



Project Communication Plan

Project Description/Name:

Project Owner:

Communication Lead:

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Who (Audience)	What (Message)	When (Date/Frequency)	Where (Location)	Why (Goal)	How (Mechanism)

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What

What is the message you will communicate?

Use concise, consistent messages.

You communicate through little conversational nuggets and consistent daily sound bites—not speeches! —D. Hoyer

Components of a Communication Plan: When



Project Communication Plan

Project Description/Name:

Project Owner:

Communication Lead:

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Who (Audience)	What (Message)	When (Date/Frequency)	Where (Location)	Why (Goal)	How (Mechanism)

When

When will this communication go out and how frequently?

Consistent, frequent communication will promote engagement and buy-in.

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Components of a Communication Plan: Where

HSAG HQIC **Project Communication Plan**

Project Description/Name: _____

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Who (Audience)	What (Message)	When (Date/Frequency)	Where (Location)	Why (Goal)	How (Mechanism)

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Where

Where are you targeting this communication?

Think back to your audience.

Will the communication be organization-wide, facility-wide, a specific department, or to group of individuals?

Components of a Communication Plan: Why

HSAG HQIC **Project Communication Plan**

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Why

Why is this message important?

Is this message vital to the project's success?

Be purposeful and strategic.

The more messages you try and communicate, the lower the likelihood of communicating any single message.

—W. Kurtzman

Components of a Communication Plan: How



Project Communication Plan

Project Description/Name:

Project Owner:

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SMART* Goal:

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Who (Audience)	What (Message)	When (Date/Frequency)	Where (Location)	Why (Goal)	How (Mechanism)

How

How are you disseminating your message?

Make sure you use all modes of communication to reach vast audiences.

Consider if the mode of communication is appropriate for the audience.

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Communication Pitfalls

**Too Much
Communication**

**Too Little
Communication**

**Unclear
Communication**

**Wrong Mode of
Communication**

**Communication
Lacking Purpose**

**Wrong Mode
of Message**

**Wrong
Audience**

Key Take-Aways

- Communication is key to project success.
- Active listening is a vital part of communication.
- It promotes buy-in and engagement.
- Communication should be purposeful and strategic.
- Use a communication plan that includes:
 - Who
 - When
 - Why
 - What
 - Where
 - How
- Use the right mode for the right audience.
- Beware of the communication pitfalls.





Thank you!

Questions: hospitalquality@hsag.com

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