

Communication Strategy



Use this checklist as a starting point to determine how to communicate internally and externally about WBL programs.

- Determine the goal of the communication**

Notes:

- Define the information needing to be communicated**

Notes:

- Identify the audience**

Notes:

- Identify the messenger**

Notes:

- Select the appropriate communication tool**

Notes:

- Decide how frequently information will be communicated**

Notes:

- Gather feedback about communication plan**

Notes:

