**Phase 4: Implementation - Communication Tool**

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| **Communication Plan**  |
| **Audience/Goal** | **Message** | **Tactic** | **Messenger** | **Actions** | **Timeframe** | **Status** |
| What is your goal related to a particular audience? | What is one thing you want to say to that audience? | What is one way you will meet that objective? | Who should be the voice behind that action? | Who will actually be doing the work and what will they be doing? | When is it going to happen? | Is it complete? |
| etc. | etc. | etc. | etc. | etc. |
| What is another thing you want to say to that audience? | What is one way you will meet that objective? | etc. | etc. | etc. | etc. |
| etc. | etc. | etc. | etc. | etc. |
| etc. | etc. | etc. | etc. | etc. |
| etc. | etc. | etc. | etc. | etc. |
| What is your goal related to another audience? | etc. | etc. | etc. | etc. | etc. | etc. |
| etc. | etc. | etc. | etc. | etc. | etc. |
| etc. | etc. | etc. | etc. | etc. | etc. |