

Internal Communication Plan in 7 Steps



Analyze
the current situation
of the business

01

Audience
identify and segment
your audience

03

Goals
define communication
goals & objectives

02

Message
outline the core messages you
want to communicate

04

Channels
specify tactics and
communication channels

05

Schedule
create internal
communication calendar

06

Measure
define key performance
indicators

07



Now you are ready to start drafting your first internal communication plan!