



**TRAVERSE**  
INDEPENDENCE

# COMMUNICATION PLAN

AUGUST 2018

## INTRODUCTION

Communication plays a fundamental role in all facets of business. It is therefore very important that both internal communication within the organization as well as the communication skills of employees are effective. The following six reasons will outline the importance of effective communication in the organization:

### 1. Builds and maintains relationships

Relationships are built and can be maintained by positive encounters with others. Communication is key to this process; without effective skills, it is difficult to properly construct and foster productive relationships.

### 2. Facilitates innovation

When employees feel comfortable in openly communicating new ideas, cooperation and innovation will be at an all-time high. In addition, if staff is unable to convey their ideas due to limited communication skills, it is likely that the idea will not be implemented to its full potential.

### 3. Builds an effective team

If open communication within a workplace is encouraged, a more cohesive and effective team will emerge. Good communication within a team also tends to boost employee morale. When employees feel that they are well informed of the organization's direction and vision, they feel more secure within their role. Regular internal communication can also lead to an improved work ethic.

### 4. Managing employees

When managers are effective communicators, they are able to communicate to employees what is expected from them. Good communication skills also assist managers to provide constructive feedback to their staff, build better relationships, and understand personal goals that employees working on.

### 5. Contributes to growth of the company

A lack of communication can lead to the collapse of any organisation. Without proper marketing collateral and communication internally and externally, most organisations will struggle to survive. Communication can also lead to productivity and helps to avoid unnecessary delays in the implementation of policies.

### 6. Ensures transparency

When regularly communicating both internally and externally, organizations remain more transparent. This is important in building trust in the services offered and internally with the trust that employees have in management.

## WHAT IS A COMMUNICATION PLAN?

A communication plan is a written document that describes:

- what you want to accomplish with your communications (your objectives)
- ways in which those objectives can be accomplished (your goals or program of work)
- to whom your communications will be addressed (your audiences)
- how you will accomplish your objectives (the tools and timetable)
- how you will measure the results of your program (evaluation)

Communications include all written, spoken, and electronic interaction with key stakeholders. A communication plan encompasses objectives, goals, and tools for all communications, including but not limited to

- online communications
- meeting and conference materials
- media relations and public relations materials
- legal and legislative documents
- incoming communications, including reception procedures and voice mail content
- committee and board communiqués
- corporate identity materials, including letterhead, logo, and envelopes
- surveys
- certificates and awards
- annual reports
- signage
- speeches and presentations

TRAVERSE INDEPENDENCE COMMUNICATIONS PLAN

STRATEGIC PRIORITY	GOAL	OBJECTIVE	OUTCOME(S)	TIMELINE	MEASURE/INDICATOR
ENGAGEMENT	Disseminate information and communication about the governance activities of the organization	Post strategic plan and quarterly scorecard	Both internal and external stakeholders will be informed about the activities of organization	Ongoing	Current strategic plan is posted 100% of the time on the web site.
		Post AGM report and minutes on the web site			AGM report is posted on web site annually, one month after the AGM meeting.
		Post all approved plans, frameworks, and scorecards on the web site			100% of approved plans, scorecards and frameworks are posted on web site and sent to client/caregivers via email list
	Communicate information that highlights the operations of the organization including how services delivered to clients. Share information from the e-community that concerns employees, clients and caregivers and	Post quality survey results and quality improvement initiatives on the web site and send to clients and caregivers and key stakeholders	Key stakeholders increase their knowledge about the organization and the ABI and physical disability e-community at large.	Ongoing	100% of newsletters and bulletins, quality reports/scorecards are posted on web site quarterly and emailed to the client/caregiver distribution list.
		Post information and pictures about day-to-day operations on Facebook and Twitter.			1 posting on Facebook and Twitter each week.

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	the community.	Attend provincial and local network meetings and provide updates			Regular updates on regional activities are provided to the provincial networks. Updates of local provincial activities are provided to the board and organization following each meeting 100% of the time
		Provide overview of organization when doing ABI training for regulated professionals in the WW area.			Trainer offers Traverse updates at 100% of the training sessions.