Communication Plan 1. I want to base my communication plan on the high voluntary turnover rates at Treadway Tire Co. Focusing specifically on the Line Foreman position that has the highest turnover rate due to unsatisfactory work environment and discrepancy in the hiring process. 2.Once you have identified the problem you need to develop the business case to solve the problem. Create an outline of the business case based on the seven step process presented in Week 6: Step 1 - Define the Opportunity Step 2 - Identify the Alternatives Step 3 - Gather Data and Estimate Time Frame Step 4 - Analyze the Alternatives Step 5 - Make a Choice and Assess the Risk Step 6 - Craft a Plan for Implementing Your Idea Step 7 - Communicate Your Case You are only creating an outline at this point but you will need to invest the time to think about all of these items. You will need to ‘flesh out’ the ideas later in the plan. The solution – or accepted alternative – is what you will use to build your communications plan. In other words, the solution to the problem is what you are planning to communicate. 3. Develop the communication goal and supporting objectives. The communication goal should support the solution to the problem identified in step 2. The objectives define the expected outcome of the communication goals. Identify the audience. Create a power influence grid to identify and catalog the stakeholders for communications plan. Use the template or create your own. Identify the themes and key messages for your communication plan. Use the template or create your own. Determine the communication methods and techniques. Use the template or create your own. Consider all of the stakeholders when you are deciding on communication methods and techniques. It is possible that a communication method is specific to a single stakeholder. \*\*\*\*\*I've attached an example template for this portion. 4. Prepare a report for senior level management that outlines your communications plan. Your report should be no less than 8 pages in length not including the title page and reference page. You may embed charts and graphs in your report. Your report should include: An introduction that identifies the problem your communication plan is addressing. The business case (step 2 items 1-5 above) for addressing the problem. The plan to communicate the selected solution. You will need to review the products you created in steps 3-6 and describe what those products are and how they work together. A conclusion that specifies the expected results of implementing your communication plan. 5. Prepare a presentation for senior level management based on your report. You need to include all of the templates in the presentation. The templates are very plain. You are proposing that management expend resources to implement your communication plan. Make sure you apply the lessons from Week 4 on preparing a presentation.