

**COMMUNICATING  
WITH IMPACT  
WORKBOOK**

# SETTING COMMUNICATIONS OBJECTIVES

Use this template to set communications objectives for your team.

**ENGAGEMENT**

**LEADERSHIP**

**RECRUITMENT**

**RESOURCES**



# AUDIENCE ANALYSIS

Use this template to analyze your audience.

| AUDIENCE | INDIVIDUAL CHARACTERISTICS | INSTITUTIONAL FACTORS | REGULAR SOURCES OF INFORMATION |
|----------|----------------------------|-----------------------|--------------------------------|
|          |                            |                       |                                |
|          |                            |                       |                                |
|          |                            |                       |                                |

# IDENTIFYING PRIORITY MESSAGES

Use this template to identify your priority messages.

**PRIORITY  
AUDIENCE**

**WHAT DOES YOUR  
AUDIENCE NEED TO KNOW?**

**WHAT SHOULD BE THE KEY  
COMMUNICATION  
MESSAGES?**