

Planning Your Communication | Te whakarite i ō kōrero (Accessible Version)

Good communication doesn't just happen—it's planned! Whether you're sharing important updates, launching a project, or addressing a crisis, taking the time to prepare and plan your communications is the key to success.

Without a plan, communication can quickly turn into confusion. Messages get lost, the wrong audience gets targeted, and opportunities to connect effectively are missed.

So, why is planning so important? Here's what it can do for you:

- **Ensure clarity:** You can craft clear and consistent messages.
- **Target the right audience:** Focus your efforts where they matter most.
- **Save time:** Avoid last-minute scrambling and duplicate work.
- **Build trust:** Deliver messages that align with your purpose and values.

Planning starts with asking the right questions. What's your goal? Who's your audience? What's the best way to reach them? What does success look like?" And, importantly, who do I need to work with in my organisation to make sure the goal is achieved?

Your communication plan should outline the message, the channels you'll use, the timing, and the tone. It's your roadmap to making sure every message lands just right.

When you prepare and plan, the results speak for themselves—better engagement, stronger relationships, and a more confident team.

Remember, great communication starts with great planning. Take the time to prepare, and you'll see the difference in every message you send.