**YOUR COMMUNICATION PLAN**

Complete the below to help develop your plan for bold communications

| **The communication channels we use are** |  |
| --- | --- |
| **Our objective is** |  |
| **Our audience is** |  |
| **Their challenge, need, or mindset is** |  |
| **So we talk about how we** |  |
| **Our tone of voice is** |  |
| **We don’t talk about** |  |