

CHANGE COMMS CANVAS

A 'THINKY TOOL' FOR YOUR TEAM TO EXPLORE THE EDGES OF YOUR COMMUNICATIONS AND UX STRATEGY FOR A POTENTIAL OR UPCOMING CHANGE TO YOUR PRODUCT OR SERVICE.

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<h2>INTERNAL STAKEHOLDERS</h2> <p>LIST INTERNAL AUDIENCES THIS CHANGE MIGHT IMPACT OR CONCERN</p>	<h2>KEY MESSAGES</h2> <p>LIST + RANK KEY IDEAS TO COMMUNICATE TO THESE STAKEHOLDERS</p> <p>MESSAGES TO FEATURE</p> <p>MESSAGES TO AVOID / NO NEED TO COMMUNICATE</p>	<h2>EXTERNAL STAKEHOLDERS</h2> <p>LIST EXTERNAL AUDIENCES THIS CHANGE MIGHT IMPACT OR CONCERN</p>	<h2>KEY MESSAGES</h2> <p>LIST + RANK KEY IDEAS TO COMMUNICATE TO THESE STAKEHOLDERS</p> <p>MESSAGES TO FEATURE</p> <p>MESSAGES TO AVOID / NO NEED TO COMMUNICATE</p>
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<h2>CURRENT STATE</h2> <p>LIST FACTS ABOUT THE CURRENT STATE OF WHAT WILL CHANGE. HOW DOES IT WORK NOW? WHAT DO YOUR STAKEHOLDERS CURRENTLY UNDERSTAND ABOUT IT?</p>	<h2>IN ADVANCE</h2> <p>DESCRIBE WHAT, HOW, WHERE, AND WITH WHOM WE WILL COMMUNICATE BEFORE THE CHANGE</p>	<h2>IN CONTEXT</h2> <p>DESCRIBE METHODS, CHANNELS, AND MESSAGES WE WILL USE TO HIGHLIGHT OR EXPLAIN CHANGE WITHIN THE EXPERIENCE</p>	<h2>IN PERPETUITY</h2> <p>DESCRIBE WHERE AND HOW WE WILL DOCUMENT CHANGE AND/OR CONTINUE COMMUNICATING</p> <p>LONG-TERM DOCUMENTATION</p> <p>ONGOING COMMUNICATIONS</p>
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<h2>FUTURE STATE</h2> <p>DESCRIBE THE FUTURE STATE. WHAT WILL IT BE LIKE AFTER THE CHANGE? PAINT A COMPLETE PICTURE OF YOUR TOPIC, INCLUDING THINGS THAT WILL STILL BE THE SAME.</p>	<h2>ADVANCED TACTICS</h2> <p>HOW CAN WE STEP UP OUR STRATEGY? CONSIDER: GRADUAL ROLL-OUT, USER OPT-IN, WORKING IN PUBLIC, COMMUNITY ENGAGEMENT, LISTENING AND FEEDBACK STRATEGY</p>	<h2>UNRESOLVED QUESTIONS</h2> <p>WHAT DO WE STILL NEED TO FIGURE OUT BEFORE WE CAN MOVE FORWARD?</p>
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