



Communication through a crisis situation is most effective when it is clear and consistent. Creating a plan with primary messages, delivery methodologies, and regular cadence can make all the difference in ensuring that communication is thoughtful and strategic. The following worksheet can help you and your leadership team begin to create that plan.

Who Is Your Target Audience? (Circle One)				
Employees	Customers	Investors	Suppliers	Industry
Their Worries / Concerns / Information Needed				
Messages They Need to Hear				
Content Types That Will Be Most Effective For Them				
Best Message Delivery Tools and Techniques for Them				
Influencers That Will Help Deliver Clear, Consistent Messages				
Cadence / Timing of Delivery of Message				
Issues That May Force a Change in Message or Communication				

For help facilitating this conversation, creating content, or executing the plan, contact Cass Bailey, CEO of Slice Communications, at cbailey@slicecommunications.com.