



Need help? Contact Cass Bailey, cbailey@slicecommunications.com

Executive Communications Content Calendar Planner

Overview

Successful executives know that they themselves have a brand, and that brand can either be accidental or intentional. Just as with anything else important, a good executive brand should be strategic, which requires planning. Going through the exercise of creating a content calendar with the most important communication moments in the year helps executives develop, reinforce, reinvent, or evolve their personal brand.

Instructions

1. Identify the person or people who are going to help you execute the plan. They should be involved in the planning process. It could be your executive assistant, marketing leader, project manager, or communications consultant. In any case, doing this alone or in a vacuum will lead to your communications efforts not getting the time and attention they deserve.
2. Prioritize the most important messages and feelings you want to create this year that express how you want to be perceived as an executive and leader. Customize those messages and feelings for your four most important audiences: employees, customers / clients, investors / donors, and community.
3. Outline your “tentpole” communication moments for the year. These are the biggest stages you have to deliver key messages for yourself or your organization. They could be annual events, employee meetings, conferences, or investor calls. If they are the most important, put them on the calendar first.
4. List other, smaller events, and communications opportunities that are already planned or are likely based on past years.
5. Brainstorm new themes, information, insights, your vision for the future, and ways to communicate with your key audiences.
6. Put everything on the calendar by month. Then identify what your key messages are by opportunity, what types of content you can or should have to support your message, and what channels you will use to communicate those messages.
7. Execute according to the plan!
8. Measure the effectiveness of your communication through qualitative and quantitative sources.
9. Put an appointment on your calendar for the end of each month to review and revise the upcoming month with your support team.

Good luck!



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Part 1 - Your Executive Brand

By the end of 2024, I want to be perceived in this way:

I want the most important people in my work to feel this way about me:

- Employees:
- Customers / Clients:
- Investors / Donors:
- My Industry / Community:

The most important messages I need to communicate as the leader of my organization this year are:

The most important messages I need to communicate about myself to achieve my personal and professional goals are:



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Part 2 - Existing Communications Opportunities

My “tentpole” communications opportunities in 2024 are:

- Internal:

- External:

My other, smaller, or more regular communications opportunities in 2024 are:

- Internal:

- External:



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Part 3 - New Communications Opportunities

Some new communications opportunities I want to create cover these themes:

Some new ways I want to communicate include:

- Writing:
- Photos / Images:
- Videos:
- Audio:
- Experiential / Events:



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Part 4 - Annual Calendar

Now it's time to map your content plan per month. Start with the "tentpole" communications opportunities, then add the smaller events, and then the new items and opportunities to fill in the gaps.

Month	Communication Opportunity	Method of Communication	Aligned Messages
January			
February			
March			
April			



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May			
June			
July			
August			



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September			
October			
November			
December			