



## Sample Communication Plan Outline

**Major Objectives:** Inform stakeholders about the purpose and objectives of the workforce plan in general and about the specific contents of the workforce plan.

### Key Audiences:

- Directors/Top Management
- Line managers
- Employees
- HR professionals
- Union officials

### Key Messages:

- Workforce Planning involves assessing future HR needs and determining the competencies needed in the future.
- WFP is driven by strategic objectives.
- WFP process is flexible in that as conditions impact objectives and HR needs change, the WFP will be changed accordingly.

### The WFP Policy Statement:

Launch the Workforce Planning process by having the head of your agency issue a policy statement that includes:

- The reasons for doing Workforce Planning and its role in the agency's overall strategic plan.
- Critical success factors.
- Overview of the WFP process.
- Roles and responsibilities.