

Designing and Utilizing a Performance Management System - Communication Plan

The communication strategy helps define the success of a Performance Management System. It can help gain support, staff time, and momentum. There are three distinct phases to implementing an organizational-wide performance management system. Each phase may involve different people and therefore communications may need to be tailored depending on the particular audience. Consider the motto: WIFFT (what's in it for them?) when crafting a communication.

Development

- **What are we trying to achieve in the development stage**
 - Accreditation, increasing awareness, changing audience behavior, etc.
- **What do we want our audience to think after learning about the PM System?**
 - What does our audience think now? What are their greatest needs and challenges?
 - What is the connection between this project and other programs work?
- **What other Performance Management systems or activities exist in the health department already?**
 - Are they working? Can they be leveraged?
- **What behavior or actions do we need from our audience?**
 - Participation in the development, time, expertise, support, promotion

Deployment

- **What are we trying to achieve in the deployment stage?**
 - Increasing awareness, action, involvement, changing audience behavior, etc.
- **What do we want our audience to know during this phase?**
 - What does our audience know now? What are their greatest needs and challenges during this phase?
 - What is in it for them? How does this help them?
- **What do we want our audience to do during this phase?**
 - Do we need their support? Are there steps they need to take?
- **What are the key milestones that impact our audience?**

Sustainment

- **What are we trying to achieve in the deployment stage?**
 - Action, involvement, changing behavior, etc.
- **What do we want our audience to know during this phase?**
 - What does our audience think now? What are their greatest needs and challenges to sustaining their part of the system?
 - What is the connection between this project and other programs work?
- **What do we want our audience to do during this phase?**
 - Do we need their ongoing support? What does that support look like? Are there steps they need to take? What are the challenges they have?
- **What should we monitor in the future to get more mileage out of this program?**
 - What do we need to communicate to our audience for this to go smoothly?
- **What are the key milestones that impact our audience?**

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Templates

RACI Model

Implementation Activities	Responsible	Accountable	Consult with	Inform to

Communication Plan

Milestones*	Date	Communication format** (email, meeting, desk drop)	Audience

* Announcement date, reminder dates, milestone dates, activity dates, and recap/follow-up dates

** Website, email newsletters, social media messaging, blog, staff meetings, desk drops, voicemail