Manager Comms Kit

When you're rolling out something new, whether it's a policy shift, a new teammate, or open enrollment, you need the message to land fast and land well. That's where this kit comes in!

It's plug-and-play, built for busy people leaders who don't have time to second-guess what to say or when to say it.

You'll find everything you need to share updates with clarity and care:

- FAQs in table format (easy to skim, easy to use)
- Key manager talking points + what to do next
- A straightforward comms plan outline for your next initiative
- A simple template to cascade messages across your team

You can adapt each section as needed to best fit your own company's needs and goals, just be sure to keep the tone clear, calm, and human. 💙

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Manager FAQs

Managers are often the first place employees turn when they have questions, which means they need to be ready with quick, clear, and consistent answers.

Instead of leaving people leaders to interpret the details themselves (*or worse, make something up on the fly*), we've provided pre-written, easy-to-use FAQs for each initiative. The goal? Eliminate guesswork, reduce confusion, and give every team member the same, steady message.

You can copy and paste this sheet into an email, use it to prep for a team meeting, or keep it handy for follow-up chats. But most importantly, these FAQs help managers feel equipped (and, in turn, employees feel informed!).

What you'll get in this template:
There are structured sections ready to fill in that should match with what employees need to know. Here's what's included:

- **Summary of key initiatives:** Start with a top-level overview of what's changing. This section is designed for clarity – providing a one-sentence summary to quickly explain the initiative.
- **Detailed talking points:** The template breaks down the who, what, when, where, and how of the project. This gives you the talking points to explain the initiative to your team, helping you address concerns or confusion before they arise.
- **Strategy explanation:** Your team will want to know why a change is happening. The template includes space for you to explain the purpose behind the initiative and link it to broader organizational goals.
- **Step-by-step action plan:** The FAQ template format includes a section for listing key tasks and timelines, so you can outline exactly what your team needs to do and by when.

Managing team communications, especially during times of change, can be overwhelming. Having an FAQs template allows you to structure your messaging in a clear, organized way!

Blank template

Manager FAQ Sheet

Summary	*Provide a top-level one-sentence summary of what is happening and how it's being communicated, particular as it relates to the positions that your manager leads.*	**Key dates** *Event: [Date]*

What's happening?

- Go into greater detail on the important talking points around the initiative
- Cover who, what, when, where, and how at a high level
- Mention the teams affected and what they'll be seeing

Why are we doing this?

- Give the quick-hit talking points as they relate to the strategy of what's happening
- Is it for operational efficiency? Happier customers? How should managers be framing it?
- Tie the particular action you're explaining today to larger goals managers already know
- If possible, also explain why it is happening now - your managers teams will ask

What's happening for my team?

- Provide talking points about the changes that managers are going to be implementing
- Expect that your manager will put these into their own voice/interpretation
- If you expect managers to encounter push-back from this communication, help with answers

What's happening for my team?

What	***When***	***What your team needs to do***
Add individual steps that will happen during rollout	*Dates of event*	*How this step will affect managers and the teams they lead*

Q & A	
Anticipated team member question?	*Help for managers to answer the question*
Anticipated team member question?	*Help for managers to answer the question*
Anticipated team member question?	*Help for managers to answer the question*
Anticipated team member question?	*Help for managers to answer the question*

Feedback loop
- Describe how manager is intended to gather feedback and how to communicate it back to their leaders *- Share any plans for other departments to gather feedback that would be helpful for managers to know*

What's happening for my team?
- Provide links and descriptions to the intranet or shared locations of everything managers will need to lead their teams during this initiative

New hire template

Manager FAQ Sheet		
Summary	A new team member is joining the [Team Name] team! This has been communicated to the company via an all-hands email and Slack announcement. This document outlines what managers need to know to support onboarding.	**Key dates** **Offer accepted:** [Date] **Start date:** [Date] **First team introduction (via Slack):** [Date] **First-day onboarding session:** [Date] [Time] **Manager 1:1 Welcome Meeting:** [Date] [Time] **Onboarding checkpoint (Week 2):** [Date]

What's happening?
We're welcoming [New Hire Name] to the [Team Name] team. They will be joining as a [Job Title], reporting to [Manager Name], and working from [Location or Remote]. This is part of our broader strategy to grow the [function or department, e.g., Customer Success, Engineering, etc.] team and continue investing in the capabilities needed to support our [product goals/customer growth/etc.].

Why are we doing this?

This hire directly supports our strategic goal to scale [insert function] capabilities in line with projected growth. As our [customer base/product line] continues to grow, we need to increase capacity and bring in new perspectives.

What's happening for my team?
You will be responsible for welcoming and onboarding a new team member. This includes ensuring that their systems access is in place, assigning an onboarding buddy, and integrating them into team rituals. Managers should prepare to: ● Personally introduce them in your team channel on Day 1. ● Schedule and lead a welcome 1:1 meeting. ● Provide context on current team projects. ● Add them to all relevant Slack channels, documents, and recurring meetings. ● Check in weekly for the first 4–6 weeks.

What's happening for my team?

What	**When**	**What your team needs to do**
New hire onboarding email & Slack announcement	[Date]	Acknowledge and welcome the new hire in Slack and meetings.
Manager welcome 1:1	[Date]	Introduce yourself, set expectations, and provide an overview of current projects.
Add to team rituals and tools	[Date]	Add to Slack channels, recurring meetings, Notion/Drive folders, and onboarding tasks.
Assign onboarding buddy	[Date]	Choose a peer to help with ramp-up and team culture orientation.
Week 1 check-in	[Date]	Confirm access to tools, understanding of role, and answer early questions.
Week 2 checkpoint	[Date]	Provide initial feedback and ask for theirs. Adjust the onboarding plan as needed.

Q & A

What will the new hire be working on?	They'll be supporting [Project/Function], taking on [list key responsibilities] to help us scale and better distribute work.
How does this impact my role?	This is meant to support our team’s workload and goals, not replace or shift current responsibilities unless discussed.

Will we need to train them?	Yes, onboarding is a shared team effort. We'll pair them with a buddy and support their ramp-up together.
How were they selected?	We conducted a thorough hiring process to ensure alignment with our team's skills, culture, and needs.

Feedback loop
Managers should gather informal feedback during 1:1s and team meetings during the first month of onboarding. Use this to inform the team's onboarding approach, and escalate any concerns to the People team. There will also be a 30-day new hire feedback survey and an onboarding retrospective at the 60-day mark. Share relevant insights or blockers with [People Ops contact/email] so we can continue improving the onboarding experience.

What's happening for my team?
🗂️ New Hire Onboarding Checklist (Managers) 👋 Welcome Email Template 📅 Onboarding Calendar Events 🤝 Onboarding Buddy Guidelines 📓 Team Onboarding Plan Template

Open enrollment template

Manager FAQ Sheet

Summary	Open enrollment for employee benefits begins on **[Start Date]** and runs through **[End Date]**. All eligible employees must review, confirm, or update their benefits selections during this period. Managers should help reinforce timelines and ensure their teams are informed and supported.	**Key dates** **Open enrollment announcement:** [Date] **Enrollment window:** [Start Date] – [End Date] **HR information sessions:** [Insert Dates and Times] **Final day to submit selections:** [End Date] **Changes take effect:** [Effective Date, typically Jan 1]

What's happening?

We are launching our annual open enrollment period, which is the once-a-year opportunity for employees to make changes to their health, dental, vision, and other voluntary benefits.

Key Details:

- Who: All eligible employees
- What: Review and confirm current benefit elections, or make updates for the upcoming plan year
- When: [Start Date] through [End Date]
- Where: Through the employee benefits portal ([link if applicable])
- How: Employees will receive an email from HR with step-by-step instructions and access to benefits guide

Teams affected: All employees. HR will hold multiple Q&A sessions to support team members in understanding their options.

Why are we doing this?
Open enrollment is required each year to: ● Ensure accurate and up-to-date benefits coverage ● Provide employees the opportunity to make informed choices based on their changing personal or family needs ● Align benefits offerings with evolving company goals and insurance provider updates Managers should emphasize this is **time-sensitive and required** — employees must take action even if they do not want to make changes, as some elections (like FSA or HSA) **do not carry over automatically**.

What's happening for my team?
Managers should: ● Remind teams of deadlines and encourage early action ● Direct employees to HR if they have detailed plan questions ● Ensure employees have time to attend HR info sessions or benefits fairs Reinforce that this is a required action—no response = default coverage or loss of certain benefits Anticipated Pushback: ● Some team members may feel overwhelmed by the number of options or be confused about new plans. Reassure them that HR is available to help, and no question is too small.

What's happening for my team?		
What	**When**	**What your team needs to do**
HR kicks off open enrollment	[Start Date]	Read the HR announcement and click through to the benefits portal
Attend HR info session (optional but encouraged)	[Session Date]	Attend one of the sessions or watch the recorded version
Review and select benefits	By [End Date]	Confirm or update selections in the benefits portal
Notify HR of any issues	Ongoing during window	Flag any access issues, questions, or errors ASAP
Enrollment closes	[End Date]	Ensure all team members have submitted their elections
New benefits take effect	[Effective Date]	Benefits go live; confirm deductions/payroll accuracy as needed

Q & A

Do I need to do anything if I'm not changing anything?	Yes, some benefits like FSAs require re-enrollment every year. Everyone must log in and confirm.
Where do I go to make my selections?	Use the link provided in the HR email or access the benefits portal directly at [Link].
I'm confused by the plan options, who can help?	HR is your best resource! You can attend a session or email [HR/People Ops contact] directly.
Will I get confirmation of my selections?	Yes, once you complete enrollment you will get a confirmation email. If not, reach out to HR.

Feedback loop
Managers should pass along feedback during regular syncs with People Ops or via the designated Slack channel ([#benefits-questions] or similar). HR will also collect questions and insights during info sessions and track them in a shared FAQ. Any recurring confusion or blockers should be flagged to HR early in the enrollment window so messaging can be clarified.

What's happening for my team?
📧 Open Enrollment Announcement Email Template 📄 2025 Benefits Guide PDF 📹 Recorded HR Info Session 🗓️ Live Q&A Session Calendar ✅ Benefits Portal Login

Change management plan template

Manager FAQ Sheet

Summary	We're launching a company-wide change management plan to guide teams through the upcoming **[name or brief description of the change, e.g., "transition to a new project management platform"]**. This has been communicated in an all-hands and supported by a written announcement from leadership. Managers are key partners in reinforcing the why, what, and how of this transition.	**Key dates** **Company-wide announcement:** [Insert Date] **Manager briefing/training:** [Insert Date] **Rollout begins:** [Insert Date] **Initial implementation checkpoint:** [Insert Date] **Full adoption goal:** [Insert Date]

What's happening?

We're implementing a **structured change management plan** to support the transition to [insert change here—e.g., a new tool, reporting structure, or business process].

Key Details:

- **Who:** All employees across [teams/departments affected]
- **What:** A phased rollout of [insert change] along with training, communication, and support tools
- **When:** Begins [insert date], with full transition expected by [insert date]
- **Where:** Across [location, org level, departments—e.g., North America ops teams]
- **How:** Led by department managers and change champions, with support from [People Ops/IT/Program Team]

The change impacts how teams [work/communicate/track projects/etc.]. It includes new roles, responsibilities, tools, and workflows that will be introduced in a staged and supported way.

Why are we doing this?
This change aligns with our strategic goal to [e.g., “scale operations,” “improve efficiency,” “increase cross-functional alignment”]. Talking Points for Managers: ● It helps us work smarter, not harder ● Supports long-term scalability and team satisfaction ● Reduces complexity or redundancy in current systems ● Positions us to deliver better outcomes for our customers Why now? We’ve hit key growth and complexity thresholds where this change is necessary to avoid operational bottlenecks and misalignment. Acting now ensures we’re proactive, not reactive, in scaling our work

What's happening for my team?
As a manager, you're expected to: ● Reinforce the **why** behind the change with your team ● Share tailored details about **how it affects your team** ● Host regular check-ins to surface questions, resistance, and needs ● Help your team access training and support resources ● Identify and champion early adopters You may encounter some friction from team members who are used to existing tools or processes. Acknowledge those concerns and emphasize that the rollout is structured to support a smooth transition—this is not a sudden switch, but a thoughtful process.

What's happening for my team?		
What	**When**	**What your team needs to do**
Leadership announcement and kickoff	[Date]	Watch/read communication; bring questions to team meeting
Manager-led team meeting	[Date]	Walk through what’s changing, why, and what to expect
Training sessions begin	[Date]	Attend required sessions; ask questions in Slack or via office hours
Start phased implementation	[Date]	Begin using new processes/tools alongside legacy ones
Transition fully to new system	[Date]	Stop using old system; escalate any blockers immediately

First feedback checkpoint	[Date]	Share feedback with manager or via HR/PMO form

Q & A	
Why are we changing something that works fine?	Our current system works *today*, but it won't scale as we grow. This change sets us up for long-term success.
Will I need to learn a whole new tool or workflow?	Yes, but training and support will make the learning curve manageable. You're not alone in this.
Can we delay adoption?	No, this is a company-wide shift with a defined timeline. The earlier we engage, the smoother it will be.
What if I find a major issue with the new system?	Raise it immediately. We have structured checkpoints to address these before full implementation.

Feedback loop

Managers are expected to gather informal and structured feedback during 1:1s, team meetings, and designated checkpoints. Use the following channels to escalate:

- Submit feedback via [feedback form link]
  Join the #change-feedback Slack channel
- Attend manager feedback roundtables with [Program Lead/People Ops]

Additionally, we will run an anonymous pulse survey 2–3 weeks into the rollout to gauge sentiment and readiness.

What's happening for my team?

📄 Change Management Playbook
🧑‍🏫 Training Calendar & Registration
📹 Manager Briefing Recording
📧 Team Announcement Email Template
📝 Feedback Form
💬 #change-support Slack Channel

Five talking points + action items

You don't need a 10-page comms brief to get a point across. But you *do* need to know what to say, and what to ask others to do. That's where these talking points come in!

How to use talking points:
- Kick off a team meeting
- Drop a note in Slack or Microsoft Teams
- Bring structure to a 1:1
- Follow up on a big announcement
- Keep the message consistent across your department

They're conversation starters, not word-for-word scripts... so feel free to adapt to your voice and your team!

Each one breaks down the essentials: what's happening, why it matters, and what action should follow. They're designed to help managers speak with clarity and confidence, whether it's in a Slack message, team meeting, or hallway chat.

Quick tips:
- Keep it simple. Skip the buzzwords — talk like a human.
- Start with context. A quick "Here's what's happening" helps people listen better.
- Give people something to do, not just something to know.
- Don't be afraid to repeat yourself. Especially across different channels.
- Make it personal. If you've got a team example or a personal reason for supporting the initiative, share it.

The best internal communication doesn't sound like a broadcast, it sounds like you. These talking points are designed to help you show up with clarity, context, and confidence, no matter what you're rolling out.

Blank talking points template

Talking point	Why it matters	Action item
What's the thing you want to say?	*Why should your team care about this?*	*What do you want people to do next?*

New hire talking points template

Talking point	Why it matters	Action item
We've got a new teammate starting this week — [Name] is joining as a [Role]!	New hires feel more welcome when people know who they are.	Take a minute to say hi in Slack or during our next team call.
Their first week is focused on onboarding — lots of info, lots of faces, and probably a little overwhelming.	Giving people space to ramp builds confidence and retention.	Hold off on assigning work until [insert date].
You can help make their experience better by looping them into conversations that provide context.	Context helps them understand how our team works, not just what we do.	Add them to the right Slack channels and forward key docs.
If they ask a question you're not sure about, direct them to [insert onboarding contact or resource].	It reinforces consistency and ensures they get the correct info.	Bookmark the onboarding FAQ here: [insert link].
We'll gather feedback after Week 1 so we can keep improving this process.	Onboarding is an experience we're always working to make better.	Share any feedback you hear with [insert name or team].

Open enrollment talking points template

Talking point	Why it matters	Action item
Open Enrollment is live — you've got until [insert deadline] to review and update your benefits.	Benefits are a big deal, and deadlines sneak up fast.	Check your inbox for the OE email and make a plan to review by [date].
There are some updates this year (including [highlight major change]) — worth a look even if you're not planning to switch.	Even small changes can impact your costs or coverage.	Skim the benefits summary PDF here: [insert link].
If you have questions, you're not alone. There are Q&A sessions and resources available.	We want everyone to feel supported, not stressed.	Sign up for a session or send your questions to [insert HR contact].
This is also a good time to double-check that your dependents and contact info are up to date.	It helps prevent headaches later on.	Log into the benefits portal here: [insert link].
Managers are getting a quick guide to help reinforce the message across teams.	Consistent communication helps everyone stay on track.	If someone asks you about OE, point them to [insert resource] or bring it up in your next 1:1.

Change management talking points

Talking point	Why it matters	Action item
We're making a change to [insert initiative/process/tool] — and it's a big shift.	People need context before they can adapt.	Talk about it openly in your next team meeting and leave space for questions.
This change is happening because [insert reason — ex: growth, feedback, alignment].	Connecting change to a purpose makes it easier to engage with.	Share the "why" behind this shift in your own words during 1:1s.
We know this might raise questions or concerns, and that's expected.	Naming uncertainty builds trust.	Invite honest feedback — and pass it along to [insert person or team].
There's a support plan in place: tools, training, and time to adjust.	People feel more confident when they know what help is available.	Share the resource list and encourage your team to use it.
This isn't a one-and-done — we'll keep iterating based on what we learn.	Reinforces that the org is listening, not just launching.	Set a reminder to revisit this in your next 1:1 or team retro.

Comms plan

Timing is everything. A well-timed message builds trust, avoids surprises, and helps employees feel looped in… not left behind. That's why this section includes a full comms plan in table format, mapped out by audience, channel, and owner.

This helps managers understand when they'll be looped in, what their role is, and how the overall message is being rolled out across the org. It also ensures that people aren't hearing different versions of the same thing from different places (one of the quickest ways to lose credibility and cause confusion!).

This plan helps you create a strong outline of how you're going to segment your audience, develop targeted messaging, and use specific channels to achieve targeted business results. It helps you get a more high-level view of the messages you're going to send, and is great for articulating the basics to your leadership team and getting everyone on the same page.

Quick tips for an effective comms plan:

- **Involve leaders early**. When execs are visible and vocal, messages carry more weight.
- **Celebrate wins often**. Recognition is a key ingredient of great internal culture.
- **Make it fun**. Humor and creativity go a long way. GIFs, memes, and inside jokes? Say less.
- **Stay swift**. Don't be afraid to experiment with new channels, formats, or cadences.
- **Train your managers**. They're often the glue between strategy and execution. Equip them with the tools and context they need to reinforce comms.
- **Document and share your strategy**. Keep everyone on the same page by making your plan accessible, transparent, and easy to follow.

Use this plan to spot gaps, align with other communicators, and keep things moving forward with minimal friction. When everyone's on the same page, the message lands stronger.

Blank comms plan

Internal Communication Plan: Topic

GOAL(S):

What are you trying to achieve with this communication plan?
(ex: Launch a new initiative, increase awareness, drive behavior change, etc.)

Audience	Strategy	Key Message	Channel(s)	Date/time	Owner
Who is this for? (ex: All-company, managers, leadership)	*What's your approach?* (ex: inform, engage, align, gather feedback)	*What's the core message?* (ex: what do you want people to remember or feel?)	*How will you share it?* (ex: all-hands, email, Slack, newsletter)	*When is it happening?* (ex: launch day, weekly, recurring)	Who's responsible for sending/sharing?

METRICS TO MEASURE:

How will you know if this plan is working?
(List any quantitative or qualitative indicators — survey participation, engagement rates, message feedback, etc.)

LINKS TO RESOURCES + COMMS MATERIALS:

Resource
Resource
Resource

New hire comms plan

Internal Communication Plan: New Hire Onboarding

GOAL(S):

Create a consistent, welcoming onboarding experience that equips new hires with the info they need — and makes them feel like part of the team from day one.

Audience	Strategy	Key Message	Channel(s)	Date/time	Owner
All-company	Create visibility around who's joining, when, and in what role	Meet our new teammates! Say hi and help them feel welcome.	Monthly new hire email + Slack intros	First Monday of the month	People Ops
Hiring managers	Equip managers with clear onboarding steps and timing	Here's your onboarding checklist and who's supporting what.	Email + onboarding checklist in Notion	Week before start date	HR Business Partner
New hires	Give them clarity around what to expect in week 1	We're excited you're here. Here's everything you need to get started.	Welcome email + Slack message + digital welcome kit	Day 1	Hiring Manager + IT
New hires	Collect feedback on onboarding experience	How was your first week? Tell us what worked (or didn't).	Survey via email	End of Week 1	People Ops

METRICS TO MEASURE:

- *100% of new hires receive onboarding checklist by Day 1*
- *80% response rate on onboarding feedback survey*
- *Positive qualitative feedback on welcome experience*

LINKS TO RESOURCES + COMMS MATERIALS:

Welcome Kit
Onboarding Checklist
New Hire FAQs

Open enrollment comms plan

Internal Communication Plan: Open Enrollment

GOAL(S):

Ensure every employee understands their benefit options, meets deadlines, and feels supported in making informed choices.

Audience	Strategy	Key Message	Channel(s)	Date/time	Owner
All-company	Launch OE period with clarity and energy	Open Enrollment starts now — here's what's new and what you need to do.	Email + Slack announcement + all-hands slide	[Start Date]	Benefits Lead
All-company	Drive action through weekly reminders and support	Still deciding? Let us help — here are FAQs and live session times.	Weekly newsletters + Slack nudges	Weekly	Internal Comms
Managers	Equip managers to answer questions and direct to resources	Open Enrollment is live — here's how to guide your team.	Manager briefing email	[Date]	People Team
All-company	Close the loop on OE and reinforce support	Enrollment is done — here's what happens next.	Email + Slack + intranet post	[End Date]	Benefits Lead

METRICS TO MEASURE:

- *95% enrollment rate before deadline*
- *Attendance at benefits Q&A sessions*
- *Traffic to OE resource page*

LINKS TO RESOURCES + COMMS MATERIALS:

Benefits Overview Deck
Open Enrollment FAQ
Manager Talking Points

Change management comms plan

Internal Communication Plan: Change Management

GOAL(S):

Guide employees through a major org change with transparency, consistency, and ongoing opportunities for input and feedback.

Audience	Strategy	Key Message	Channel(s)	Date/time	Owner
All-company	Announce the change clearly and empathetically	Here's what's changing, why, and how we'll move through it together.	CEO all-hands + follow-up email	[Date]	CEO + Comms
Managers	Prepare managers to lead with confidence	You'll play a key role in how this lands. Here's what to say and how to support your team.	Manager toolkit + briefing call	1 week before rollout	VP of People
Teams affected by change	Offer extra support and resources	We know this is a big shift — here's what support looks like.	Slack AMA, HR office hours, 1:1 follow-ups	Throughout rollout	HR Business Partner
All-company	Collect questions and share updates regularly	We're listening and will keep sharing what we know.	Weekly change updates via email	Weekly	Internal Comms

METRICS TO MEASURE:

- *Survey feedback on change communication (pre and post)*
- *Manager toolkit usage / feedback*
- *Attendance in support sessions or Q&A*

LINKS TO RESOURCES + COMMS MATERIALS:

Change FAQ
Manager Toolkit
Weekly Updates Archive

Communications cascade

Great communication doesn't stop at the top. In fact, the most meaningful moments often happen at the team level, where managers can personalize the message and create space for discussion.

This section helps you plan for that. It outlines who says what, when, and how, with suggested language for each step of the way. Think of it as a manager-ready cascade that keeps the message consistent, but makes room for local context and team-specific conversations.

Quick tips for your communications cascade:

- Then, start at the far left of the Communications Cascade. Fill in information about the highest level of the organization who will be involved in this communication – what they're saying, how they're saying it, who they're talking to, and how they'll get feedback.
- Then, work your way to the right, completing the same information for every audience in the communications cascade.
- Cut and paste columns as much as you need when a communicator is reaching multiple audiences at a time.

Managers shouldn't be left to figure it out alone (especially when they're dealing with complex or sensitive topics). This cascade gives them a clear path, removes ambiguity, and helps them support their teams in real time. It also reinforces your comms from the top down and the bottom up. Below is a blank communications cascade template for you to use!

✨ Want a more in-depth example of a communications cascade? Check out our template here.

Blank template

Duplicate, move, delete, or change levels as necessary. Delete this text and replace it with a short summary.

Communicator										
Key Dates										
Audience	➡️	**Communicator**								
Messaging		Key Dates								
Action Items		Audience	➡️	**Communicator**						
Channel(s)		Messaging		Key Dates						
Resources		Action Items		Audience	➡️	**Communicator**				
Feedback Loop		Channel(s)		Messaging		Key Dates				
		Resources		Action Items		Audience	➡️	**Communicator**		
		Feedback Loop		Channel(s)		Messaging		Key Dates		
				Resources		Action Items		Audience	➡️	**Communicator**
				Feedback Loop		Channel(s)		Messaging		Key Dates
						Resources		Action Items		Audience
						Feedback Loop		Channel(s)		Messaging
								Resources		Action Items
								Feedback Loop		Channel(s)
										Resources
										Feedback Loop