Compliance Communication Plan Template

## **Introduction: How to Use This Tool**

This communication plan template provides a structure for managing communications of compliance-related changes to IT staff and management. Examples have been provided in grey text that can be amended, added to, or deleted in order to best meet the needs of your organization. Be sure to consider the following factors:

* **Budget time for communications.** A time budget should allow for time to prepare the communication, deliver it, and handle questions or other responses after delivery.
* **Identify all stakeholders.** Ensure you include everyone who will be impacted by the change, including end users from business functions.
* **Avoid scheduling communications in competition with one another.** Staggered communications delivered at the right time are more likely to be acknowledged, thereby increasing impact and comprehension.

Modify this template to suit compliance communication needs. Supply the appropriate company-specific information wherever square brackets are present (e.g. [company name]). Also be sure to delete this and any other grey text and then convert all remaining text to black before printing or sending.

### Date: [insert current date]

### Draft Version: 1.0 [Please update version number when changes are made.]

## **Overall Goal(s)**

State what you hope to achieve with this communications effort. In essence, you are stating your conclusion first. This should be a brief statement, no more than one short paragraph.

Example:

*The goal of this communications effort is to maximize both company-wide exposure to, and understanding of, the updated password policy. This effort is necessary to achieve 100% compliance with the password policy across the company in accordance with PCI DSS.*

### Describe the change that will be taking place

Break down your overall communications goals into two or three discrete objectives.

Example:

1. *To reach every employee at the company with our key password policy messages.*
2. *To actively leverage all levels of management in delivery of these messages.*
3. *To ensure these key messages are understood, internalized, and acted upon by all company employees.*

### Define the impact scope of the change (i.e. who/what it will affect)

Focus your key messages into two or three bullet points.

Example:

* *The need for a password policy is mandated by PCI DSS, a regulation with which we are obligated to comply.*
* *Adherence to the company’s password policy is absolutely mandatory for all employees.*
* *100% compliance with the password policy will be achieved within two weeks of its rollout.*

### Roles and accountability

Clearly indicate who will be responsible for various actions and who will make sure the timelines are met.

Example:

* *Communication plan oversight – Pat Jorgenson*
* *User training plan development – Mark Hines*
* *Pre-implementation information email – Nancy Park*

### Explain the drivers of the change

Example: A recent PCI DSS assessment has highlighted issues around the security of sensitive information being stored in network areas. A restructure of password requirements was recommended to keep this information secure.

### Potential challenges

List the possible barriers that stand between your message and your audience. Be realistic – ask yourself why they should care about your message.

Example:

* *Lack of business leadership/management support.*
* *Failure of employees to read information emails and attend training sessions.*
* *Work delays/stoppages during transition.*
* *Increased volume of calls to the help desk to reset forgotten passwords.*

### Identify the communications audiences

* Primary Audience: End users
* Secondary Audience: Information owners, department managers, IT

### List benefits specific to each audience type

### Information Owners:

* More secure corporate information.
* Less opportunity for breach or information leakage.

### Communicate training needs and plan (if necessary)

* Information owners will be responsible for communicating to end users the appropriate areas within the network to store certain types of documentation.

### Communications Vehicles

Ensure that the method of distributing information is tailored to each specific audience.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audience** | **Vehicle** | **Frequency** | **Owner** | **Distribution** |
| End Users | Email | Primary communication with subsequent follow ups quarterly | CIO | All staff |
| Information Owners | Presentation | Once | CIO | In person presentation to all information owners |
|  |  |  |  |  |

**Timeline for change implementation**

|  |  |
| --- | --- |
| **Date** | **Action** |
| February 28, 2016 | Complete user training plan development |
| March 7, 2016 | Draft company-wide pre-implementation information email |
| Enter date | Enter action |

### Post-implementation support

* Support end users’ questions and issues after implementation.
* Provide users with frequently asked questions and answers post-implementation.
* Provide documentation, such as user manuals and cheat sheets, to help end users adjust to the change.

### Post-mortem

Set a date and time for a follow-up on this change.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_