

Build Your Communications Map

1. Build the persona

Consider	Identify
Generation	Baby Boomer, Gen X, Millennial, Gen Z
Role & environment	Desk, frontline, field, hybrid, remote?
Preferred channel	Email, intranet, app, chat, meetings, manager?
Preferred format	Detailed, concise, visual, video, conversation?
Technology comfort	What tools do they actually use?
Trusted messenger	Leadership, manager, peers, HR, Comms?
Biggest barrier	Time, access, overload, technology, relevance?
Communication need	What helps them understand and act?

2. Ask yourself

- 1 What is the primary channel?
- 2 What format will you use?
- 3 How much detail will you provide?
- 4 Who should deliver/reinforce it?
- 5 How will you reinforce the message?
- 6 What is the CTA?

Build your communication for each persona.

Follow Up Question

What did you change and what stayed the same?

Who Are You Communicating With?

Build your communication for each persona.

1. Persona 1

2. Generation

3. Role & Environment

4. Preferred Channel

5. Technology Comfort

6. Trusted Messenger

7. Biggest Barrier

8. Communication Need

Who Are You Communicating With?

Build your communication for each persona.

1. Persona 2

2. Generation

3. Role & Environment

4. Preferred Channel

5. Technology Comfort

6. Trusted Messenger

7. Biggest Barrier

8. Communication Need