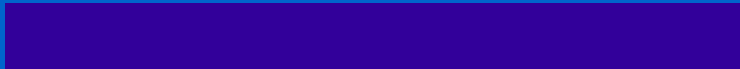




World Links for Development



Communications Strategic Plan



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Why Develop a Communications Plan?

- Identify target audiences
- Prepare for countering resistance
- Educate
- Inform
- Assist with change process

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Why Develop a Communications Plan?

- Development of the Communications Strategy will help identify overlooked components of the plan.

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Benefits of Implementation

- Opportunity to explain the Vision
- Build support
- Reduce resistance
- Improve capacity and willingness for change.



Communications Plan Activity

