



## Red | Section 2 Strategy and Planning

**We recommend you strengthen your approach to planning. As the American writer, Dale Carnegie once wrote: “An hour of planning can save you 10 hours of doing.”**

Check out our guide, *How to Write a Communication Strategy*, available as a [PDF download](#) on AB’s website. This explains the ten elements of an IC strategy. You may wish to work through these steps with your team and wider stakeholders in a series of workshops.

If you haven’t read it already, we recommend *Making the Connections* by Bill Quirke – one of the seminal books on the value and role of internal comms. Hear Bill talk about his book on [The Godfather of IC](#), a recent episode of *The Internal Comms Podcast*.

There are limits to your time and resources, so include in your plan what you and your team will not be doing. Even better, you may wish to articulate a team purpose. This sets out, at a high level, your team’s role and value within the organisation. Check out this article: [What’s your Team Purpose? You need to make this clear!](#)

Don’t forget to practice what you preach by making your IC plan easy to understand and visible to everyone. Could it be communicated to colleagues and stakeholders as an infographic and animated video, for example?

Once your IC strategy is defined and agreed, we recommend checking out an online communication planning tool. Our preferred tool is [ICPlan](#), developed by AB’s associate consultant, [Daniel Penton](#). It helps clients establish a clear, transparent and shareable planning cycle.

We recommend internal and external communications are always in a good state of readiness for a potential crisis. Clear roles need to be in place and scenario planning undertaken to develop a game plan. As a first step, would you like an informal chat with AB’s crisis comms expert, [Mark Elliot](#)? Email [Abi Terry](#) to arrange an introduction.

To build your confidence in formulating your objectives and tasks for the year ahead, you might benefit from AB’s Strategy and Planning workshop. This covers the tools and techniques needed to align your IC efforts to your organisation’s priorities and audiences’ needs. Email [Abi](#) to find out more.