



Amber

Section 2 Strategy and Planning

You have some planning processes in place and the basis of an IC strategy. It is now time to build on these foundations.

First, take a look at *How to Write a Communication Strategy*, which is available as a [PDF download](#) on AB's website. This outlines the ten elements of an IC strategy. As part of your next planning cycle, you may wish to work through these steps with your team and wider stakeholders in a series of workshops.

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!](#)

Ensure your plan aligns with other communication teams such as Public Relations, Marketing, and Investor Relations. For insight on how organisations are bringing greater alignment to their internal and external communication activities, explore our research study, *When Two Worlds Collide*, free to download [here](#).

Ensure internal and external communications are aligned and 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. Arrange a change with our crisis comms expert, [Mark Elliot](#), to discuss this further. Simply email AB's Client Services Director, [Abi Terry](#).

Be disciplined about sticking to an annual planning cycle and consider using an up-to-date planning tool. Our preferred tool is [ICPlan](#), developed by AB associate consultant [Daniel Penton](#). It helps clients establish a clear, transparent, and shareable planning cycle, beneficial for large, busy, or dispersed IC teams.

Consider what more you can do to make your IC plan lift off the page. Then, practice what you preach by making this a living, graphic and highly engaging document. For inspiration, look at how [Coca-Cola communicated its 2020 content strategy](#), and for statistic infographics, we recommend [Information Is Beautiful](#).

To take your planning to the next stage, you might find AB's Strategy and Planning workshop useful. This covers the tools and techniques needed to align your IC efforts to your organisation's priorities and audience needs. For more information, email [Abi](#).