



Red: mostly 1, 2, and 3

We recommend you strengthen your approach to planning. Check out our guide 'How to Write a Communication Strategy' available as a [PDF download](#) on AB's website. This defines 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.

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

Don't forget to practice what you preach by making your IC plan easy to understand and clearly visible to everyone.

We recommend internal and external communications are always in 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 chat with our crisis comms expert, [Mark Elliot](#) to discuss this further.

To build your confidence when it comes to formulating your objectives and tasks for the year ahead, [ask us](#) about 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.