**Communications Plan – Key Messages for Executives**

Using the master communications content, reduce the information to fit the audience with emphasis on their primary focus areas, specifically for executives:

* Reduce content to executive **summary** only
* Clearly articulate the **objectives and scope** (they will be concerned with how their organization may impacted)
* Focus on **financials** and alignment with the business **strategy**
* Identify **key decision points** that they would be involved with or want to know about
* Present **actions** you need them to take or decisions they need to make

Use the executive presentation outline below as a starting point

1. **Value proposition (summary of project overall)**
   1. Summary of business change
   2. Key benefits to organization
   3. Alignment with business strategy
   4. Total cost savings
   5. Total incremental revenue
   6. Investment required
   7. Payback period
   8. ROI and NPV
2. **Expected actions**
   1. Decisions to be made
   2. Actions required
   3. When action is required
3. **Business need**
   1. Summary of key drivers (business issues or opportunities) behind the change
4. **Objectives (financials) and scope**
   1. Financial goals
   2. Customer goals
   3. Organizations, processes and systems in scope
   4. Organizations, processes and systems out of scope
5. **Proposed solution**
   1. Concept level only
   2. Alignment with business strategy
6. **Alternatives**
   1. Alternatives considered
   2. Option analysis
7. **Recommendations**
8. **Financial analysis (if ready)**
9. **Schedule**