

The Comms Brief

Fill it in together. Thirty minutes, before anyone drafts a word.

PROJECT

REQUESTED BY

TODAY'S DATE

NEEDED BY (REAL DATE)

01 The ask

What's happening, in one sentence? And why now?

02 Who needs to hear it

Pick every group. Each one may need its own version.

☐ All employees ☐ People leaders ☐ Executives

☐ Frontline / field ☐ Remote / hybrid

Specific teams or locations

03 The one takeaway

After this lands, people will...

Know

Feel

Do

04 What we're saying

Three messages, max. Agree on the exact words now so nobody rewrites them later.

1

2

3

SAY THIS (the terms we agree on)

NOT THIS (words to avoid)

05 Where and when

Where it goes, and the date it goes out.

☐ Email ☐ Intranet ☐ Teams / Slack

☐ Manager cascade ☐ Town hall

Send date

Other channel

06 Who signs off

Names, not departments. One final approver.

Owner

Approver

Also reviews

☐ Needs Legal or HR review

07 How we'll know it worked

Pick the measure before launch, not after. One number is enough.

WHAT WE'LL MEASURE

TARGET

Agreed before drafting. Changes after this are a new request.

COMMS

STAKEHOLDER

DATE