YOUR EMOTIONALLY INTELLIGENT COMMUNICATION PLAN

Keep in mind the following as you answer the questions below:

✓ For most of the people at your site, this will be their first introduction to Sanctuary.
✓ People at your site may have a range of emotions about and reactions to change.
✓ All change means loss – bringing something new is likely to be perceived as giving up something else.
✓ You have a certain amount of perceived power because you now have information others do not.
✓ Some people may have strong feelings about who was selected to attend this training.

• What is the best way to describe what we did at the Sanctuary Institute training today?

• What is the message we want people to take away? (What is our elevator statement?)

• How much information is too much at this point?

• Who needs to hear it?

• How should we dissemination information?
  o Should we send a university community wide-wide e-mail or memo? If so, what should it say?
  o Should we visit each dept. during a regularly scheduled meeting? If so, what should we tell them?
  o Are there visual media we should use – bulletin boards, power points, handouts, etc.?

• Who will complete each of these tasks?