



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

 - Who will complete each of these tasks?