

**C**reate a communication plan that best fits your organization! Get started, using the outline below.

**Objective: What Will Your Program Accomplish?**

Identify the top three objectives that your program will accomplish. Examples include:

- Increase Employee Satisfaction by XX%
- Create a Corporate Culture of Recognition Where Managers and Employees Recognize Each Other in a Meaningful Way
- Reinforce Corporate Values By Identifying a Values Champion
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**Qualitative Measures**

Below are examples of tools you can use to get the qualitative measure you need:

- Employee Satisfaction Survey
- Testimonials Related to Program
- Focus Groups
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**Quantitative Measures**

Below are examples of tools you can use to get the quantitative measure you need:

- Number of Participants/Participation Rate
- Dollars Spent
- Changes in Turnover
- Changes in Productivity
- Employee Engagement
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**Measurement Matrix**

Use the measurement plan matrix below to outline each major measurement milestone in your program.

Measurement Matrix	Tasks	Responsibilities	Required Resources	Due Date Timeline

