






 Target group	 Objective	 Message	 Anticipated reactions	 Channel	 Timing	 Responsibility
Who is the message for?	What do I want to achieve with the message?	What is the key message?	What reactions should I anticipate from the target group(s)?	What/which communication channel(s) should I choose?	When should I communicate?	Who is responsible for communicating?
<ul style="list-style-type: none"> • Directly affected • Indirectly affected • Not affected 	<ul style="list-style-type: none"> • Information • Changing opinions or behaviour • Engagement/ownership 	<ul style="list-style-type: none"> • Be precise, short and specific • Three points that answers who, what, where and when 	<ul style="list-style-type: none"> • Neutral • Surprised • Resistance • Anger • Enthusiasm • Etc. 	<ul style="list-style-type: none"> • Information (transmission): e-mail, intranet • Acceptance (dialogue): Face-to-face meetings/ social media • Ownership (involvement): Face-to-face meetings 	<ul style="list-style-type: none"> • Adjust with other communication plans 	<ul style="list-style-type: none"> • Manager(s)

Figure 15. The Leadership Communication Tool Kit. Source: Lundholt and Uldall 2010.

From: Marianne Wolff Lundholt and Anette Uldall: *Leadership Communication in Theory and Practice*.
 © The authors and Samfundslitteratur 2019