

# Internal Communication Matters for Your Strategic Plan

**To be successful, your strategic plan needs districtwide buy-in. Here's how internal communications can help.**

The strategic planning process is a great opportunity to get your whole staff on the same page and excited about the future. Whether you just finished developing your strategic plan, you're only beginning the process, or you inherited a plan from your predecessor, the success of your district's strategic plan hinges on how it's shared with your staff.

## Discussion Guide



*"Internal communications is often neglected in the communications world, but it can drive your culture. If you create an environment where people feel like they have a voice, where they feel like they're going to be heard, the culture begins to shift."*

- How does internal communication impact the culture in your district?
- How does your district enable two-way communication? In what ways can you improve two-way communication?



*"When you don't have a nice, diverse group to help you put your plan together, then you don't get to see all perspectives, You're not getting input. You're not taking the time to do the research. And when you don't do that research, you don't get buy-in."*

- What are the advantages or disadvantages of gaining more input to incorporate in your strategic planning process?
- How could your district incorporate feedback strategies to increase buy-in to your strategic plan?



*"It's all about capitalizing on moments when we can say: This is our vision living in real life. It's about taking that big picture and making it about small moments."*

- How can determining themes for your strategic plan help communicate key messages of your plan internally and externally?
- What are the themes of your district's strategic plan?



*“Even if you don’t have a lot of time or resources, commit to communicating at a regular cadence. You can do internal communications effectively by just dedicating a little bit of headspace and time.”*

- What communication tools and platforms work best for your district? How might you leverage these tools to communicate the consistent themes of your strategic plan?
- How might you communicate the same information in different ways to convey the themes of your strategic plan?



*“Internal communication about your strategic plan isn’t just going to happen. It has to be intentional. You have to create a plan to continue the conversation; otherwise, it will just end up on the shelf with no one talking about it.”*

- How will you communicate about your strategic plan?
  - What do you need to say? (What are your key messages?)
  - How do you want to say it?
  - Who’s going to say it?
  - When are you going to say it?



*“Don’t be disheartened if internal communications hasn’t been on your radar. Starting is better than doing nothing. Just start somewhere.”*

- How will you equip your teachers and staff to share your strategic plan?



**For more information on Internal Communication:**

<https://www.schoolceo.com/a/internal-communication-matters-for-your-strategic-plan/>