



## Amber: mostly 4 and 5

**You have some planning processes in place and the basis of an IC strategy. It is now time to build on these foundations. Take a look at 'How to Write a Communication Strategy', which is available as a [PDF download](#) on AB's website. This defines the ten elements of an IC strategy. We recommend you work through these steps with your team and wider stakeholders in a series of workshops.**

Ensure your plan aligns with those of other communication teams such as Public Relations, Marketing and Investor Relations. Seek out and emulate best practice in terms planning and project management. Ensure internal and external communications are aligned and in good state of readiness for a potential crisis. Clear roles need to be in place and scenario planning undertaken to develop a game plan. Arrange a change with our crisis comms

expert, [Mark Elliot](#) to discuss this further.

Be disciplined about sticking to an annual planning cycle and consider using an up-to-date planning tool. Our preferred tool is [The IC Plan](#) developed by AB associate consultant, Daniel Penton. It helps clients establish a clear, transparent and shareable planning cycle, especially useful for large, busy or dispersed IC teams.

Consider what more you can do to make your IC plan lift off the page. Practice what you preach by making this a living, graphic and highly engaging document.

To take your planning to the next stage, [ask us](#) about AB's Strategy and Planning workshop. This covers the tools and techniques needed to align your IC efforts to your organisation's priorities and audience needs.