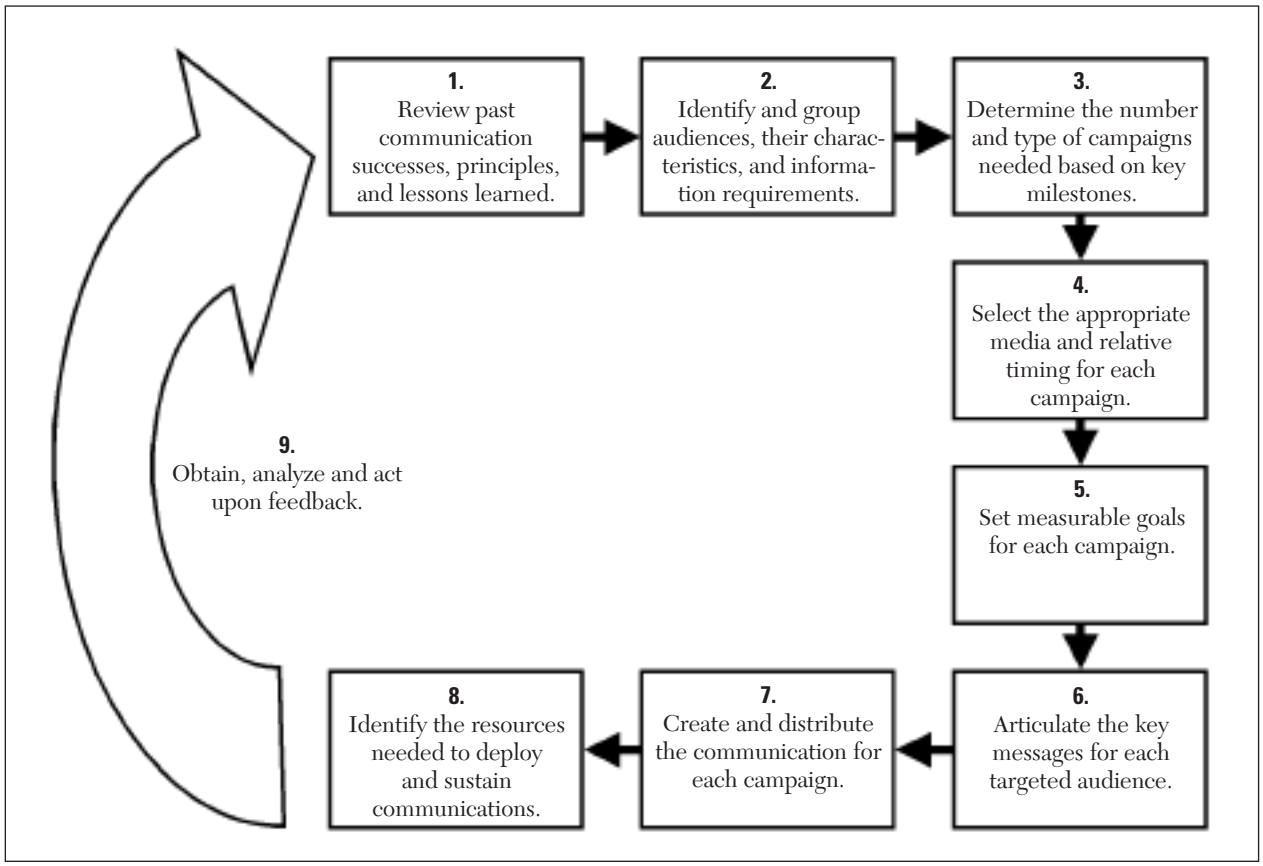
Job Aid

# Communication Tools

Use the following communication tools to help you provide the right amount of information at the right time to the right audience. The communication plan shows you a step-by-step method to create a general communication campaign about your learning strategies, while the learning framework is an example of a way you can let employees know how the learning strategy applies to them in very specific terms.

## Communication Plan

The figure below shows how a communication plan works. Follow it step by step to prepare a communication plan. Note that the process is circular, building on previous successes and continuously becoming more refined.

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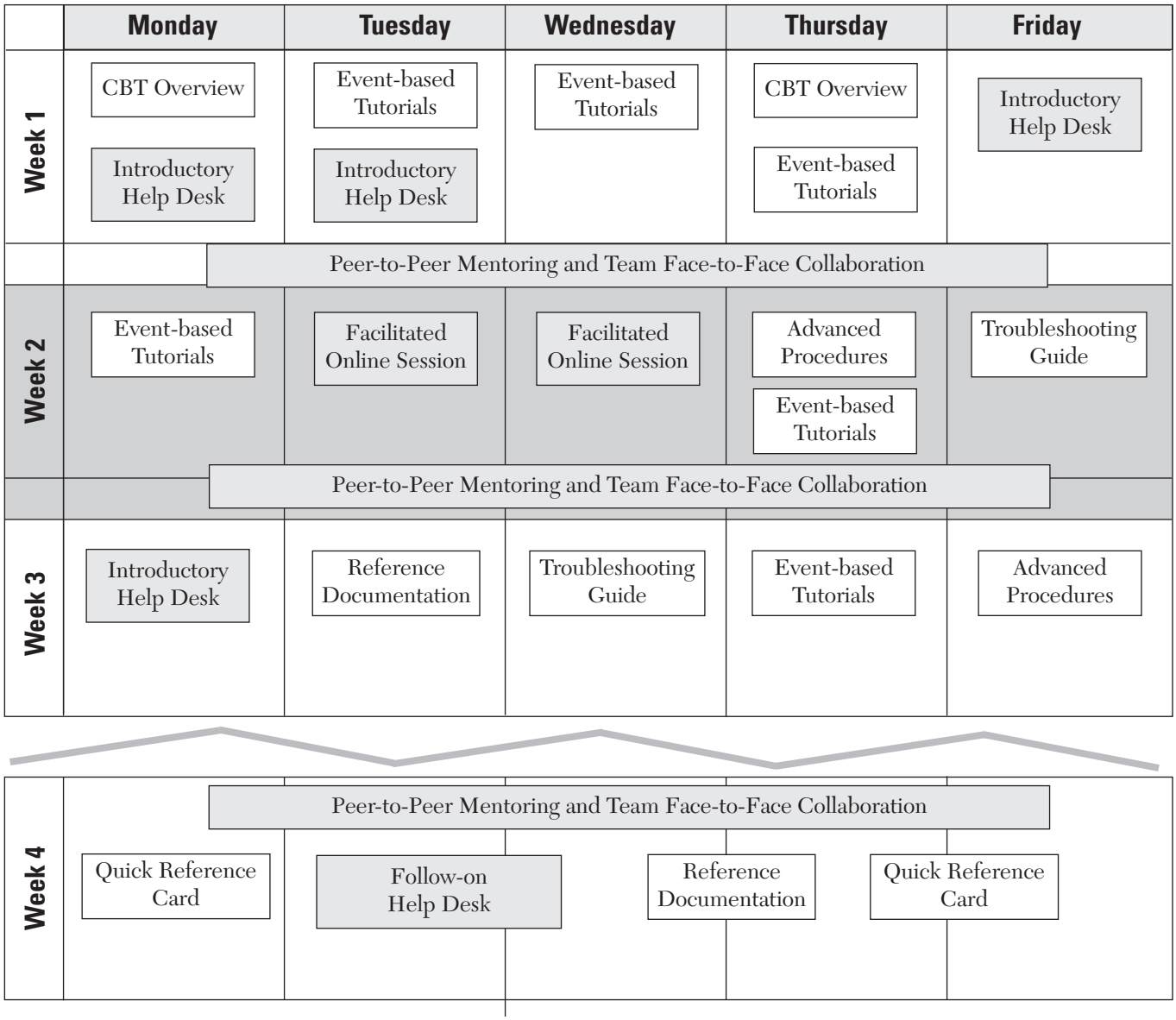
## Communication Strategy: The Learning Framework

Some thought leaders use a communication strategy that puts concepts and ideas into pictures and stories to help their audiences understand their vision. For example, one thought leader created a "learning framework" to communicate the different kinds of learning activities that would be available to employees as they learned new work processes related to using an updated software package, including suggestions on how to access and use these different learning activities. Included with the graphic was a "Day in the Life" type of story line to show how a person performing a particular job would make use of the learning activities as resources to help him or her perform more productively.

A learning framework is a structured way to build skills critical to the effectiveness of employees using the new processes. Similar to a course roadmap, it contains scheduled learning events delivered through various methods to build targeted skills and advance expertise. The following illustration shows how learning activities might be combined.

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