Channel plan

Choose each channel for the job the message has to do, and close a channel before you add one.

How to fill it in

1. Name the job: do people need to know, to understand and be convinced, or to take part in the decision?
2. The bigger the job, the closer the channel: email or a screen to know, a manager with the team to be convinced, a small workshop to take part.
3. Before you add a channel, close one. A channel nobody opens takes credibility from the rest.

A channel for each segment

One main channel and one supporting channel

Segment	The job	Main channel	Supporting channel
Segment 1	□ Know □ Be convinced □ Take part in the decision		
Segment 2	□ Know □ Be convinced □ Take part in the decision		
Segment 3	□ Know □ Be convinced □ Take part in the decision		
Segment 4	□ Know □ Be convinced □ Take part in the decision		
Segment 5	□ Know □ Be convinced □ Take part in the decision		

One channel we will close this year

The one nobody opens

Before you move on

- [ ] The bigger the job, the closer the channel.
- [ ] No message goes out on every channel at once.
- [ ] One channel is named to close before any new one is added.

THE RULE

Every message has a channel. Not every channel has a message.

Source: Gallagher · Employee Communications Report 2026 · 83% of professionals see information overload growing

Channel plan

Worked example

The example is made up, to show a filled template. Replace it with your own.

A channel for each segment

One main channel and one supporting channel

Segment	The job	Main channel	Supporting channel
Branch managers	Be convinced	Regional director with the branch managers, face to face	A one-page brief by email
Sales reps on the road	Be convinced	Branch manager with the team, in the Sunday meeting	A short message from the supervisor
Head-office sales support	Know	Email	A post on the intranet

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