

# Crafting Your Work Plan

The work summary describes the program or project, how it was developed and what you intended to achieve.

## Label as follows:

- Entry Title
- Entrant's Name & Company
- Division and Category
- Need/Opportunity
- Intended Audience(s)
- Goals and Objectives
- Solution Overview
- Budget
- Implementation and Challenges
- Measurement/Evaluation of Outcomes

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### Need/Opportunity

Describe the need or opportunity your communication work addressed. Clearly explain the issues the organization faced, outlining any impact on performance, reputation, image, profits, participation, etc. Highlight any formal or informal research findings supporting your analysis of the need or opportunity.

### Intended Audience(s)

Identify your primary audience, as well as additional audiences. What was the audience's mindset? Describe key characteristics (needs, preferences, demographics, etc.) taken into account in developing your solution.

### Goals and Objectives

Goals describe what you want to accomplish. There should be few goals and they should be broad, future-oriented and align with the needs of the organization. Goals do not need to be directly measurable. However, objectives should be realistic and measurable by outcomes such as quantity, time, cost, percentages, quality or other criteria.

### Solution Overview

Summarize the project, outlining the solution and the logic that supported it. Tell why you did what you did. The solution should demonstrate your thinking, imagination and approach to problem solving. Discuss how you involved stakeholders in developing the solution.

Identify the key messages. Present the tactics and communication vehicles used.

### Budget

Be sure to list your project budget. You will not be judged on the budget amount, generous or limited, but you should show efficient use of money.

### Implementation and Challenges

Discuss time frames. Describe any limitations or challenges faced in selling and implementing your ideas (judges are looking for flexibility and a willingness to resolve problems and negotiate solutions). Note any special circumstances that affected the final result and discuss how they were addressed.

### Measurement/Evaluation of Outcomes

How did you measure results? Every result should be linked to one or more objectives. Measurement should demonstrate outcomes, not outputs. For example, if your media relations campaign was in support of a product launch, your measurements should be tied to sales targets, the number of qualified sales leads or other bottom-line measures, not just to the number of clips and impressions, advertising value equivalent or other output measures. If your challenge was to improve employees' understanding of a major issue, you must show that their knowledge increased as a result of the employee communication plan implemented.

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