

ACCREDIBLE CREDENTIAL FRAMEWORK

Activity E13

Execute Program Communications

Description: Announce credential program plans and intentions to stakeholders

Inputs: Communications Campaigns

Outputs: Communications through Various Channels

Announcing your credentialing program plans and intentions to internal stakeholders is essential to gaining buy-in within your organization.

You'll need to make structural changes internally throughout the progress of this project, so clear and concise communication about credentials is a key step in the change management process.

The below template outlines important subject areas for your communication campaigns:

1

Purpose

The purpose of the credentials you will be issuing.

2

Background

The background of what brought you to the decision to implement a credentialing initiative.

3

Reasons

The reasons behind the decision to implement a credentialing initiative.

4

Plan

The implementation plan for your credentials.

5

Benefits

The benefits of the credentialing initiative.

6

Risks

The risks that should be considered and highlighted ahead of time.

7

Timescales

The timescales for the launch and tasks thereon-after.