Improve the Execution of Your Next Communications Project

25 Questions to Determine What Worked
…and What Didn't

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Communications Project Postmortem

Quick Project Summary	
Objectives: • What were our communications goals? • Were they measurable? • How did the communications goals align with/support the Line of Business' (LOB's) business goals? • Did you communicate both the communications and LOB goals to your teammates? • Did we achieve our goals? Why or why not?	
Communications Partners • Who was involved? When were they brought into the project? • In retrospect, would you have brought them in earlier in the process (or engaged them later)?	
Non-Communications Partners • Who did we include in the planning? • Were we engaged by the LOB at the appropriate time? • How did we ensure all stakeholders were included? • Did we miss anyone who could have made things easier? • Did we have a REAL seat at the table during execution discussions (LOB specific)? • Did the LOB have the "right" amount of input into the messaging discussions? • What went particularly well? Not so well?	
Approvals and Decision Making • Did any "Governance" meetings require communications review (e.g., Legal/Risk/Marketing oversight)? • What changes were made as a result? By who? • Was feedback provided quickly? How about final decisions/approvals? • How did you overcome any speed bumps? Could they have been avoided?	
Messaging: • Did you have different messages across audiences? • Were you happy with your final messaging? • How did it "work" with your target audiences? How was this determined? • Was the message simple? Did your audiences share the messages as intended? • Did you use social (shared) media? How about Owned, Earned, or Paid?	
Timelines: • Did the initiative launch on time? • If it was delayed, how did that impact communications?	
What Would You Do Differently Next Time?	