

# Communication Plan

## Communication Plan: {{PROJECT\_NAME}}

“ **Project:** {{PROJECT\_NAME}} **Version:** {{VERSION}} **Date:** {{DATE}}  
**Author:** {{AUTHOR}} **Status:** Draft | In Review | Approved **Reviewers:**  
{{REVIEWERS}}

## Document History

Version	Date	Author	Changes
0.1	{{DATE}}	{{AUTHOR}}	Initial draft

## 1. Communication Objectives

This communication plan ensures that all stakeholders on **{{PROJECT\_NAME}}** receive accurate, timely, and relevant information throughout the project lifecycle. Specific objectives:

- Transparency** — All stakeholders have visibility into project status, risks, and decisions at the appropriate level of detail
- Alignment** — Requirements, priorities, and decisions are communicated before work begins, not after
- Accountability** — Issues, blockers, and escalations are surfaced quickly and resolved through defined channels
- Trust** — Consistent, professional communication builds client confidence and internal cohesion
- Documentation** — Key decisions, changes, and approvals are recorded and retrievable

## 2. Stakeholder Communication Needs Matrix

Stakeholder	Role	Information Needs	Preferred Channel	Frequency	Detail Level	Owner
{{NAME}}	Client Sponsor	Budget, milestone status, risks	Email + Video	Weekly	Executive summary	PM
{{NAME}}	Client PO	Feature status, backlog, demos	Video + Chat	Per-sprint	Detailed	PO
{{NAME}}	End Users	Launch date, training schedule	Email	Monthly + pre-launch	Simple	PM
Alem (CEO)	ALAI CEO	Budget, strategic issues	Direct	As needed / monthly	Executive	John
John (AI Director)	AI Director	Full project status, risks, decisions	Daily digest	Daily	Detailed	PM
{{NAME}}	PM	Blockers, task progress	Chat	Daily	Detailed	Team
{{NAME}}	Tech Lead	Technical decisions, architecture	Chat	Daily	Technical	Team
{{NAME}}	QA	Test status, bug counts	Chat	Daily	Detailed	QA

## 3. Communication Channels & Tools

Channel	Tool	Purpose	Who Has Access	Response SLA
Daily standup	Mattermost / written	Daily progress, blockers	Dev team	Same day
Sprint communication	Project chat channel	Sprint-specific updates	Full team	4 hours
Video calls	{{TOOL, e.g., Teams/Zoom/Meet}}	Meetings requiring discussion	Invited parties	N/A (scheduled)
Status reports	Email	Formal stakeholder updates	Stakeholders	N/A (push)

Channel	Tool	Purpose	Who Has Access	Response SLA
Decision records	Project wiki / CLAUDE	Architectural & project decisions	Team + future ref	N/A (log)
Urgent/P1 issues	Phone + Mattermost	Critical blockers, incidents	All stakeholders	15 minutes
Document sharing	{{TOOL, e.g., Google Drive/Confluence}}	Documents, specs, deliverables	Authorized team	N/A
Issue tracking	Mission Control / GitHub Issues	Bugs, tasks, change requests	Team	24 hours
External email	Email	Formal client communication	PM, John, Alem	24 hours
Signing	Documenso (sign.alai.no)	Contracts, NDAs, approvals	Parties to sign	Per agreement

## 4. Meeting Schedule

### 4.1 Regular Meetings

Meeting	Purpose	Frequency	Day / Time	Duration	Required Attendees	Facilitator	Output
Daily Standup	Progress, blockers, coordination	Daily (weekdays)	{{DAY}} {{TIME}}	15 min	Dev team + PM	Scrum Master	Written standup log
Sprint Planning	Backlog grooming, sprint goal, task assignment	Every 2 weeks (Monday)	{{TIME}}	2 hours	Team + PO	Scrum Master	Sprint backlog
Sprint Review / Demo	Demo completed features to client	Every 2 weeks (Friday)	{{TIME}}	1 hour	Team + Client	PO	Sprint demo recording
Sprint Retrospective	Team process improvement	Every 2 weeks (Friday)	{{TIME}}	1 hour	Dev team (no client)	Scrum Master	Retro action items
Client Sync	Relationship, quick updates, concerns	Weekly	{{DAY}} {{TIME}}	30 min	PM + Client PO	PM	Meeting notes

Meeting	Purpose	Frequency	Day / Time	Duration	Required Attendees	Facilitator	Output
Steering Committee	Strategic decisions, budget, major risks	Monthly	{{DAY}} {{TIME}}	1 hour	PM + John + Client Sponsor	PM	Decision record
Risk Review	Risk register update	Weekly (sprint planning)	Embedded	15 min	PM + Tech Lead	PM	Updated risk register

## 4.2 Event-Triggered Meetings

Trigger	Meeting Type	Called By	Who	Target Timing
P1 incident	Incident response call	PM or Tech Lead	All hands	Within 1 hour
New risk Score $\geq$ 15	Risk escalation	PM	PM + John + Sponsor	Within 24 hours
Scope change request received	Change review	PM	PM + TL + PO	Within 3 business days
Milestone missed	Recovery planning	PM	PM + TL + John	Within 24 hours
Go-live decision point	Go/No-Go review	PM	PM + TL + QA + John	5 days before planned launch

## 5. Reporting Cadence

Report	Frequency	Prepared By	Distributed To	Delivery Method	Deadline
Daily Standup Log	Daily	PM / SM	John + internal team	Mattermost	EOD each day
Sprint Report	Per sprint	PM	Client + John	Email	Sprint end + 1 day
Weekly Status Report	Weekly	PM	Client Sponsor + John	Email	Every {{WEEKDAY}} by {{TIME}}
Monthly Risk Report	Monthly	PM	John + Alem	Email	1st of each month
Monthly Budget Report	Monthly	PM	John + Alem	Email	1st of each month
Milestone Report	Per milestone	PM	All stakeholders	Email	Day of milestone completion

Report	Frequency	Prepared By	Distributed To	Delivery Method	Deadline
Post-Launch Report	Once	PM	John + Client + Alem	Email	30 days post-launch

## 5.1 Weekly Status Report Template

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SUBJECT: [{{PROJECT_NAME}}] Weekly Status – Week of {{DATE}}

STATUS:  On Track |  At Risk |  Delayed

## This Week
- {{COMPLETED_ITEM_1}}
- {{COMPLETED_ITEM_2}}

## Next Week
- {{PLANNED_ITEM_1}}
- {{PLANNED_ITEM_2}}

## Risks & Issues
| # | Issue/Risk | Status | Action Required From Client |
|---|-----|-----|-----|
| 1 | {{ISSUE}} | {{STATUS}} | {{CLIENT_ACTION}} |

## Milestones
| Milestone | Target | Status |
|-----|-----|-----|
| {{MILESTONE}} | {{DATE}} |  Done /  In Progress /  At Risk |

## Decisions Needed
- [ ] {{DECISION_NEEDED_BY_DATE}}

## Budget
- Spend to date: {{NOK}} / {{TOTAL_NOK}} ({{PERCENT}}%)

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## 6. Escalation Paths & Response SLAs

Level	Trigger	Escalate To	Channel	Response SLA	Resolution SLA
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L1	Blocker within team (any)	Tech Lead	Chat	2 hours	4 hours
L2	Blocker affecting sprint goal	PM	Chat + call if needed	1 hour	Same day
L3	Client-impacting issue	PM + John	Chat + email	1 hour	4 hours
L4	Milestone risk (>3 days slip)	John + Client PM	Email + video	4 hours	2 business days
L5	Budget overrun risk	John → Alem	Direct	2 hours	24 hours
L6	Contract/scope dispute	John + Alem	Direct + email	4 hours	3 business days
P1	Production incident	PM + Tech Lead + John + Client	Phone	15 minutes	Per incident severity

## 7. Documentation Standards

### 7.1 File Naming Convention

[PROJECT] - [DOCUMENT\_TYPE] - [DATE] - [VERSION]. [ext]

Example: ACME-sprint-report-2026-02-14-v1.0.pdf

Example: ACME-meeting-notes-2026-02-14.md

### 7.2 Document Storage Locations

Document Type	Location
Project charter, brief, RACI	~/projects/{{PROJECT}}/docs/governance/
Requirements, user stories, BRD	~/projects/{{PROJECT}}/docs/requirements/
Design files, mockups	~/projects/{{PROJECT}}/docs/design/
Meeting notes	~/projects/{{PROJECT}}/comms/meetings/
Standups	~/projects/{{PROJECT}}/comms/standups/
Decision records	~/projects/{{PROJECT}}/comms/decisions/
Sprint reports	~/projects/{{PROJECT}}/comms/reports/
Client-facing documents	~/projects/{{PROJECT}}/comms/client/

## 7.3 Version Control

- All documents use semantic versioning: MAJOR.MINOR (e.g., 1.0, 1.1, 2.0)
- MAJOR version = significant structural change or approval milestone
- MINOR version = content updates, corrections, additions
- Every version tracked in the Document History table at the top of each file

# 8. External Communication Protocols

Communication Type	Authorized Speakers	Approval Required	Notes
Client progress updates	PM, John	None (within scope)	Must be factual, professional
Client escalations / issues	PM → John	John approval	Never promise resolution timelines without TL input
Press / public statements	Alem	Alem only	No project details without explicit approval
Partner communication	John	John	Document all commitments
Legal / contract matters	Alem + John	Alem	No binding commitments without Alem sign-off
Social media	Alem	Alem	Check brand guidelines first
Third-party vendor comms	Tech Lead / DevOps	PM awareness	Cc PM on all vendor emails

# 9. Crisis Communication Plan

## 9.1 Crisis Triggers

- Production data breach or security incident
- “ 2-week unplanned project delay
- Client relationship breakdown
- Team member critical unavailability (e.g., extended illness)
- Budget overrun > 25%
- Legal dispute

## 9.2 Crisis Communication Protocol

1. **Identify** — Team member identifies crisis; notifies PM immediately
2. **Contain** — PM + Tech Lead assess scope and containment options (max 1 hour)
3. **Escalate** — PM notifies John within 1 hour; John notifies Alem if L4+
4. **Communicate** — PM prepares crisis communication draft; John approves before sending
5. **Update** — Stakeholders receive updates every 4 hours until resolved
6. **Resolve** — Crisis declared over by John; post-mortem conducted within 48 hours
7. **Learn** — `/learning-opportunity` — crisis becomes system fix

## 9.3 Crisis Communication Template

SUBJECT: [URGENT] {{PROJECT\_NAME}} – {{CRISIS\_SUMMARY}}

Dear {{STAKEHOLDER}},

We are writing to inform you of an issue affecting {{PROJECT\_NAME}}.

SITUATION: {{WHAT\_HAPPENED}}

IMPACT: {{WHAT\_IS\_AFFECTED}}

IMMEDIATE ACTIONS TAKEN: {{WHAT\_WE\_HAVE\_DONE}}

NEXT STEPS: {{WHAT\_WE\_WILL\_DO}}

EXPECTED RESOLUTION: {{TIMELINE}}

We will provide updates every {{FREQUENCY}} until this is resolved.

Contact: {{PM\_NAME}} – {{PM\_EMAIL}} – {{PM\_PHONE}}

{{NAME}}

{{TITLE}}

## Approval

Role	Name	Date	Signature
Author			
Reviewer			
Project Manager			
AI Director (John)			
Client Sponsor			

Revision #5

Created 2026-02-24 14:51:49 UTC by John

Updated 2026-06-22 13:23:44 UTC by John