Online library of Quality, Service Improvement and Redesign tools

Communications matrix

NHS England and NHS Improvement
Communications matrix

What is it?
A communications matrix will help you proactively plan communications on a project. Keeping colleagues and patients on board with your proposed changes requires regular, effective communication. This tool helps you take a comprehensive approach and will be a worthwhile investment of time.

When to use it
After doing your stakeholder analysis, the communications matrix can help you engage people and carry out preplanning with a project group.

How to use it

1. Populate the matrix
List all the groups and individuals you will need to communicate with (taken from the stakeholder analysis) along the top (see overleaf). Down the side, list all the topics or information to be communicated. Complete the intersecting cells to outline expectations.

2. Share the matrix
Send the matrix to all participants (with any politically sensitive items removed) so that people know what to expect – and their contribution. Give people the opportunity to feed back any changes or suggestions to improve your plan.

Example
This example details a project introducing a new PC system at a dental surgery, along with the trialling of new software.
What next?

Consider using a form of project management.

Responsibility charting helps clarify who is doing what, preventing issues slipping through the net.

Action planning ensures you have addressed everything you need to deliver a successful change.

Having a benefits realisation plan at the start of your change will help improve delivery of intended benefits so you are able to demonstrate the impact.

Additional resources

A search engine (eg Google) can reveal lots of similar approaches and tables/charts you can use.