

Communication Objectives Template

Objective component	Explanation	Response
Audience segment	<i>Who</i> needs to make the change?	
Key constraint	<i>What</i> is the biggest thing keeping the audience from making the change?	
Desired change	<i>What</i> does the audience need to change/do?	
How much change	<i>How much</i> change does the program expect to see?	
Time	<i>What</i> is the time frame for the change?	