

# Communication Matrix Worksheet

Who / How / What / When



Use this worksheet to map how you communicate updates across your dealership. Fill in each cell with the **what** (content) and **when** (timing) for each audience-channel combination. Think about a specific situation you handle regularly.

My scenario:

| How       | Customer                | Co-worker               | Supervisor              | Another Department      |
|-----------|-------------------------|-------------------------|-------------------------|-------------------------|
| Phone     | <i>What &amp; when:</i> | <i>What &amp; when:</i> | <i>What &amp; when:</i> | <i>What &amp; when:</i> |
| Text      | <i>What &amp; when:</i> | <i>What &amp; when:</i> | <i>What &amp; when:</i> | <i>What &amp; when:</i> |
| Email     | <i>What &amp; when:</i> | <i>What &amp; when:</i> | <i>What &amp; when:</i> | <i>What &amp; when:</i> |
| In Person | <i>What &amp; when:</i> | <i>What &amp; when:</i> | <i>What &amp; when:</i> | <i>What &amp; when:</i> |

## Four questions before every update

- 1 Who needs to know?
- 2 How should I tell them?
- 3 What do they need to hear?
- 4 When do they need to hear it?