

Project Overview

For this project, you are preparing for a job interview at a new company. As part of the interview process, you have been asked to create a communication plan for the company so that it can tailor its message to different audiences.

To prepare for the interview, you will be filling out the **Communication Plan and Interview Questions** document for the company's Human Resources team. This document has two parts. In **part one**, you will think about how to change a message for different audiences. In **part two**, you will discuss the unintended issues of delivering targeted messages. You will also think about a successful example of an adapted message. The ability to convey and receive written communications is a critical skill to your personal and professional development in the digital age.

Competency

In this project, you will master the following competency:

- Determine the considerations and adjustments needed to communicate effectively with diverse audiences
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Scenario



You are a professional in your field and have recently decided to change career paths. At your current job, it is clear that there is not much opportunity to move up in the company.

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After a few months of applying elsewhere, you make it through the phone-screening process at LivingPlanet and are invited to interview with the hiring manager next week.

You receive the following email from Human Resources:

From: LivingPlanet Human Resources

To: HR@ LivingPlanet.com

Date: 2/9/2025 09:22 a.m.

Subject: Living Planet Interview

Good morning,

It was great speaking with you last week. The hiring manager for this position would like me to confirm the following details for your interview next week.

Before candidates interview, we ask them to create a sample communication plan to showcase their interpersonal and communication skills. We also want to assess the candidate's ability to work with diverse audiences, as this ability is an essential skill for this position.

Please review the following instructions:

Create a communication plan to market LivingPlanet's campaign message to diverse audiences. Attached are the profiles of three different companies, which represent three diverse audiences. Choose two of these companies to target in your communication plan. In your plan, use the demographic information provided for each company to more effectively communicate the following campaign message:

"LivingPlanet works in international environmental protection. We lobby for businesses everywhere to become more environmentally conscious. Right now, we are asking businesses to take a pledge to be more responsible and help us protect the environment. This month, we're challenging businesses to make an initial investment to mitigate long-term environmental impacts."

Please email your communication plan to the hiring manager prior to your interview.

During your interview, the hiring manager will ask you questions based on your plan, so come prepared to

discuss.

Please let me know if you have any questions!

Best regards,

Tonja Shelley

Talent Acquisition | Human Resources

LivingPlanet

Directions

For this project, you need to create a communication plan to market LivingPlanet's campaign message to two different audiences. Then, based on your communication plan, you will prepare answers for your in-person interview.

To do this, download and fill out the Communication Plan and Interview Questions document, which you can find in the "What to Submit" section.

Prior to starting **part one**, read the Company Profiles, which you can find in the "Supporting Materials" section. Choose two companies and consider how you will make changes to the message for each target audience. Be sure to explain the rationale behind your communication plan.

Once you finish your communication plan, move on to **part two**. Review the interview topics to prepare for your in-person interview for this section. Use your communication plan to address the questions.

What to Submit

Every project has a deliverable or deliverables, which are the files that must be submitted before your project can be assessed. For this project, you must submit the following:

Communication Plan and Interview Questions document

Download and complete the [Communication Plan and Interview Questions](#) document. In part one, outline the considerations and adjustments you will make to the campaign message for two different companies. In part two, refer to your communication plan and prepare for a professional interview with the hiring manager.

Supporting Materials

The following resources may help support your work on the project:

[Company Profiles](#)

This document provides summaries for three companies. You will choose two to use in your communication plan.

[Citation Help](#)

Need help citing your sources? Use the CfA Citation Guide and Citation Maker.