

COMMUNICATION PLAN

TO	FROM	SUBJECT	GOAL	DEPENDENCY
Firm	Managing Partner	Introducing Nexl	Announce your partnership with Nexl and build firm-wide excitement.	Firm has officially signed with Nexl
Implementation Team	Internal Nexl Project Lead	Nexl Implementation Team	Introduce Nexl to internal implementation team and review steps of implementation phase.	Firm has officially signed with Nexl
Pilot Users	Internal Nexl Project Lead	Nexl Pilot Program	Invite your Technology Committee or initial Partner group to pilot Nexl prior to firm-wide rollout.	Completion of all Core User trainings
Firm	Managing Partner	Nexl is officially live!	Announce that Nexl is live for all users and invite them to a Nexl Kickoff event.	Completion of all Pilot User trainings
All Users	Internal Nexl Project Lead	Nexl FAQs	Answer common questions and review how to integrate it into your workflows.	Completion of Kickoff Event
All Users	Internal Nexl Project Lead	Getting started with Nexl	Review key takeaways from firm-wide training and prompt next steps for success.	Completion of firm-wide training
All Users	Internal Nexl Project Lead	How to use Nexl's Outlook Add-In	Provide an overview of the Outlook Add-In and prompt users to keep it pinned in their Inbox.	>1 week since last Nexl email
All Users	Internal Nexl Project Lead	Uncovering relationship insights with Nexl	Review the key benefits of using the Who Knows Who feature and how users should leverage it.	>1 week since last Nexl email
All Users	Internal Nexl Project Lead	Nexl learning resources	Show users how to easily access additional learning resources within Nexl.	>1 week since last Nexl email