Step 1 – Objective

A good objective is S.M.A.R.T. – Specific, Measurable, Attainable, Realistic, and Time-bound. Ask yourself “What will success look like?”

___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

Step 2 – Decision Makers (Power Audiences)

Decision Maker(s) - The person or persons you are ultimately seeking to influence / who have the power to make your objective a reality.

1. _____________________________________________________________________________________
2. _____________________________________________________________________________________
3. _____________________________________________________________________________________

Decision Maker(s) Readiness to act. How is the topic of your communication currently perceived by your Decision Makers? Are they even aware of it? Do they know about it but need to be motivated to take the action you seek? Or are they already doing what you need them to do and you want to encourage them to keep at it?

1. ____________________________________ □ Educated □ Motivated to act □ Thanked & encouraged
2. ____________________________________ □ Educated □ Motivated to act □ Thanked & encouraged
3. ____________________________________ □ Educated □ Motivated to act □ Thanked & encouraged

Decision Maker Core Concerns and Values (What values, beliefs & realities of your Decision Maker(s) are relevant? Examples include business success, strong faith beliefs, helping specific segments of your community.)

1. _____________________________________________________________________________________
2. _____________________________________________________________________________________
3. _____________________________________________________________________________________

Step 3 – Context

Internal Scan

Internal assets: ____________________________________________
Internal challenges/barriers ____________________________________________

Other internal opportunities and considerations: ____________________________________________________________

**External Scan**

Timing: __________________________________________________________

Aligned or Competing issues: __________________________________________________________

Aligned or Competing organizations: __________________________________________________________

Political environment: __________________________________________________________

**Step 4 – Messengers – Who can influence your Decision Maker(s) / Power Audience(s)?**

Who/what sources do your Decision Makers trust? Choose messengers with the ability to influence your Decision Makers. You may need to communicate with them first, to “recruit” them to carry your message to the Decision Maker(s).

1. __________________________________________________________

2. __________________________________________________________

3. __________________________________________________________

**Messenger Readiness** (How is the topic of your communication currently perceived by your potential messengers? Are they even aware of it? Do they know about it but need to be motivated to carry your message? Or are they already doing what you need them to do and you want to encourage them to keep at it?)

1. ____________________________  □ Educated □ Motivated to act □ Thanked & encouraged

2. ____________________________  □ Educated □ Motivated to act □ Thanked & encouraged

3. ____________________________  □ Educated □ Motivated to act □ Thanked & encouraged
**Messenger Core Concerns and Values** (What values, beliefs & realities of your potential messengers are relevant?)

1. 

2. 

3. 

**Step 5 – Messages**

Your messages are Decision-Maker specific. They are the key points you want to make with each. What do you want your Decision Maker(s) to THINK / FEEL / DO? Based on the above Readiness and Core Concerns assessments, what messages are likely to resonate?

Decision Maker: 

Message: 

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

Decision Maker: 

Message: 

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

Decision Maker: 

Message: 

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________
Step 6 – Tactics

**Tactics** (What will you DO to communicate?)

Your tactics are the activities you will use to delivery your messages to your target audiences (e.g., meetings, websites, newsletters, press events, letters, phone calls, media placements, paid advertising). Each tactic should have a specific target audience, and an accompanying timeline, assignments (who will implement), and budget (time and money).

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<thead>
<tr>
<th>Decision Maker</th>
<th>Tactic</th>
<th>Notes</th>
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