

Stakeholder Engagement & Strategic Communication

Let's review some options

green^{tv}

Love. Not Loss.

Target Agreed



Target Achieved



Take Note

Communication is an essential element in every change process.

Neglecting it can result in failure.



5 Steps

- 1) The Purpose
- 2) The Target
- 3) The Message
- 4) The Tactics
- 5) The Results

Purpose

(hint: it's not awareness)

Target
(know your audience)

Message
(use plain language)

Tactics
(be strategic)

Results

(action speaks louder)