



Communications Planner

Whom (with what **needs**) do you **persuade** (with what **stories**) to **act, feel, think**,.....
how, when, where (with what **resources**) to achieve **what**?

										What (Step 1) Organization Objectives



Communications Planner

Whom (with what **needs**) do you **persuade** (with what **stories**) to **act, feel, think,.....**
 how, when, where (with what **resources**) to achieve **what?**

Whom (Step 2)				Act, Feel, Think (Step 3)						What (Step 1)
<i>Audiences: Internal & External</i>				<i>Individual change, behavior</i>						<i>Organization Objectives</i>



Communications Planner

Whom (with what **needs**) do you **persuade** (with what **stories**) to **act, feel, think,.....**
 how, when, where (with what **resources**) to achieve **what?**

Whom (Step 2)	Need (Step 4)	Persuade (Step 5)	Stories (Step 6)	Act, Feel, Think (Step 3)						What (Step 1)
<i>Audiences: Internal & External</i>	<i>Audience Objectives, "Pain", Priorities</i>	<i>Messages</i>	<i>Studies, case histories, news, people profiles</i>	<i>Individual change, behavior</i>						<i>Organization Objectives</i>



Communications Planner

Whom (with what **needs**) do you **persuade** (with what **stories**) to **act, feel, think,.....**
 how, when, where (with what **resources**) to achieve **what?**

Whom (Step 2)	Need (Step 4)	Persuade (Step 5)	Stories (Step 6)	Act, Feel, Think (Step 3)	How (Step 7)	How (Step 8)	When (Step 9)	Where (Step 10)	With What (Step 11)	What (Step 1)
<i>Audiences: Internal & External</i>	<i>Audience Objectives, "Pain", Priorities</i>	<i>Messages</i>	<i>Studies, case histories, news, people profiles</i>	<i>Individual change, behavior</i>	<i>Strategies</i>	<i>Tactics</i>	<i>Timing</i>	<i>Global, national, regional, local</i>	<i>Resources: People, Funding, Time</i>	<i>Organization Objectives</i>