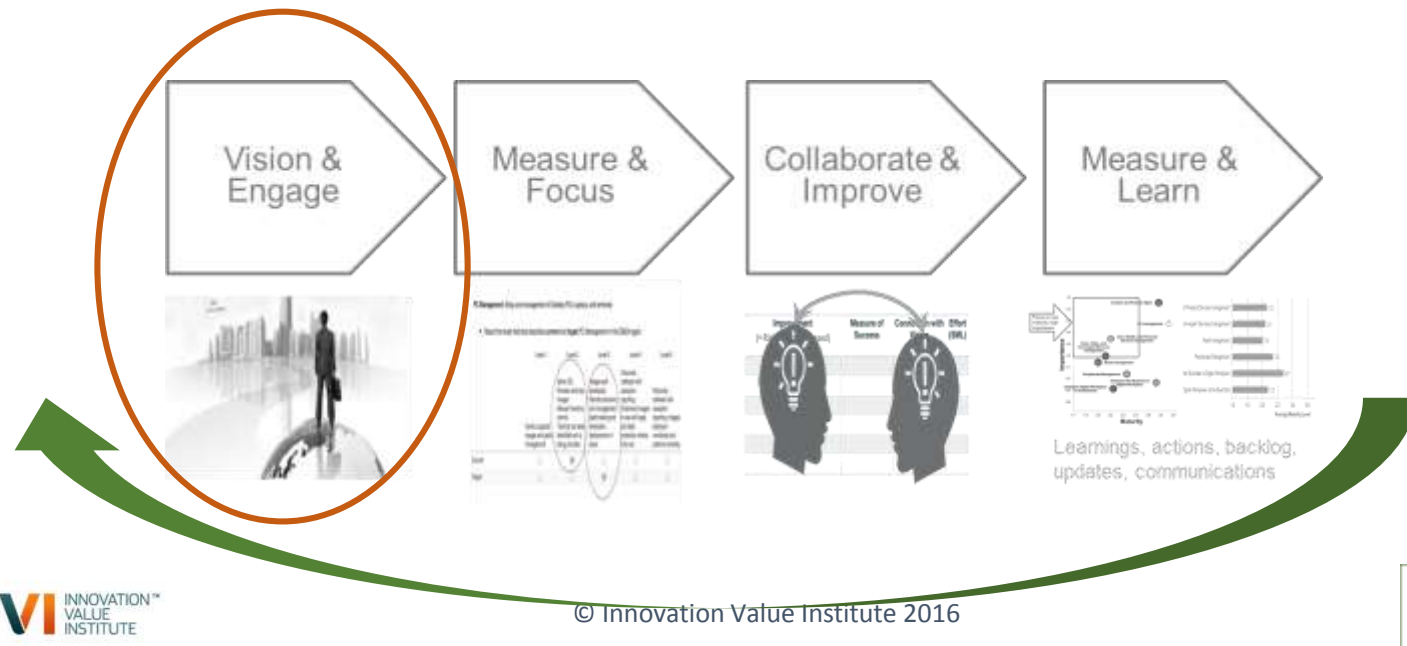


Vision Crafting Workshop



Agenda

- Overview 5 min
- Workshop Activities
 - Perspectives 15 min
 - Common ground 15 min
 - Crafting the message 15 min
- Close 5 min

Stakeholder Message Crafting

Input:

- CI project objective and projected outcomes
- Details of the specific stakeholder

Objective:

- To craft a message as the basis of your communication plan for a specific stakeholder or stakeholder group

Activities:

- Collate knowledge on perspectives (15 min)
 - Organization
 - Stakeholder
 - CI Project
- Articulate the common ground (15 min)
 - Organization
 - Stakeholder
 - CI Project
- Refine message into 3 slides (15 min)
 - Goal
 - Outcome
 - Request

After the Workshop

- Complete actions from workshop to refine and update message

Why Craft Your Message?

- Your project's success depends on people's engagement and support
- You need to consider your project from their point of view
- Your message needs to be specific to each stakeholder
- Your message needs to give compelling reasons to get involved – from their perspective

Crafting the Message

Your message for each stakeholder needs to address goals, benefits and ask from their point of view:

- Goal
 - Show how your project aligns with their goals
- Benefit
 - Shows how your project helps with their challenges
 - Describes benefits to them and the organisation
- Ask
 - Outlines what you need them to do

Perspectives

Organizational Perspective (5 min)

How does your CI project align?

- How does your work relate to the organizational goals?
- Who supports your CI project?
- What are positive outcomes for the organization?
- What are the consequences if your CI project does not progress?

Organizational perspective:

-
-
-

Actions

-
-

Your Stakeholder's Perspective (5 min)

Describe your stakeholder's perspective:

- What are their goals and interests?
- What are their challenges and frustrations?
- How might their goals conflict with yours?
- What concerns might they have about your CI project?

Stakeholder's perspective:

-
-
-

Actions

-
-

Your CI Project Perspective (5 min)

Outline your dependence on this stakeholder:

- What do you need from this stakeholder?
- What is the output/outcome from your stakeholder's activity?
- What's the impact if your stakeholder does not engage?

Your CI Project perspective:

-
-
-

Actions

-
-

Common Ground

Stakeholder: Common Ground (5 min)

- How does your CI project contribute to achieving their goals and meeting their interests?
- How does your CI project address their challenges and frustrations?

Common ground with stakeholder:

-
-

Actions:

-
-

CI Project: Common Ground (5 min)

- Which of your stakeholder's existing responsibilities and projects most aligns to your CI project?
- How might you re-frame conflicting goals?

Common Ground – your CI Project:

-
-
-

Action

-
-
-

Organization: Common Ground (5 min)

- How can you jointly contribute to organizational goals?

Common Ground with Organization:

-
-
-

Action

-
-

Craft the Message

Paint a Picture of the Future (3 min)

Describe what the future might look like

- Imagine, in 6 months time
- Imagine, in 12 months time

Give an example of a success in their area:

- Who was involved and what was the scenario?
- How did they benefit their career? Personally?
- What was the outcome for the organization?

Paint a picture of the future

Communication Channel

(3 min)

- What information does your stakeholder focus on?
- Who do they listen to?
- Which situation will they pay most attention in?

Communication Channel:

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-
-

Actions:

-
-

Goal

(3 min)

<Describe your goal >

-
-
-

<Outline how it aligns with your stakeholder's goal>

-
-
-

Outcomes

(3 min)

<Benefit to the organization>

-
-
-

<Benefit to your stakeholder>

-
-
-

Request

(3 min)

- <Outline your request to your stakeholder>

Next Steps

- Complete actions to inform your message
- Refine your message
- Include message in your Stakeholder Engagement Deck