

Hour 1

Start with the “Why” (as opposed to the “How” or “What”) – Simon Sinek

1. Where are we now?

Map the current situation of LHC communications:

- Who are our audiences?
- What do we currently communicate to them (content)?
- How do we currently communicate with them (media)?
- What are our current results?

Gap analysis:

- Is this activity important to LHC’s performance / results?
- Does this activity meet our expectations?

Identify:

- High importance – high performance communications
- High importance – low performance communications
- Low importance – low performance communications
- Low importance – high performance communications

Hour 2

2. Stakeholder Involvement

“ARROW” analysis:

- Aim(s) – What are our (stakeholder’s) aims?
- Reality – What do things look like right now for LHC’s stakeholders? (What’s happening now? What has led to the current situation?)
- Roadblocks – What could stop our communications / aims from being successful?
- Opportunities – What actions or changes will make the best contribution to our aims?
- Who and When – Who needs to know, feel or do something differently to achieve our aims?

3. Future Vision

How do we want LHC’s communications to look, feel and operate a year from now?

- What will we have accomplished?
- What does success look like?

4. Priorities

Prioritize vision elements:

- Importance / Success grid
 - How successful are we today at achieving this?
 - How important is this to achieving our overall desired outcomes?

Hour 3

5. Objectives

Develop SMART objectives

6. Strategies

Develop and prioritize strategies

- What audiences do we need to reach to achieve our aims?
- What are the best communications media to use to achieve our aims?
- Include “Calls to Action” for audience engagement

7. Metrics, Timelines, Responsibilities

Define metrics, timelines and responsibilities

- When will we do what? When will it be finished?
- Who will do what, and what resources will we need?
- How will we measure success?

Offline Work for Steering Committee discussion and recommendation?

8. Plan

Develop strategic plan

- Integrate # 5-7 into a clear, detailed strategic communications plan

Implementation

9. Implementation and Monitoring

Implementation

- Put the plan into action
- Who will monitor?
- Schedule regular reviews