



The Dirty Dozen of Strategic Communication

Communication is something that every organization needs to do. Strategic communication is purposeful, informed, deliverable, and measurable. Thinking strategically about your organization's communications will help you connect with your audience in a targeted way, use informed approaches to deliver your message, and achieve the maximum impact with respect to your capacity.

1. Goal	What is your goal?
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2. Assets/Internal Capacity	What are the 3 most significant strengths that will help you reach the goal?
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	What are the 3 most significant weaknesses that may hinder your goal?
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	How much time can your organization devote to this effort per week?
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3. Audience	Who is your audience(s)?
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4. Strategies	Write 1–2 strategies that will help meet your goal. _____ _____
5. Tactics	Write 1–2 tactics for each strategy. _____ _____
6. Data/Research	What data/research is available to help you meet your goal? _____ _____
7. Message	What is your key message(s)? _____ _____
8. Messenger	Who is the most appropriate messenger(s)? _____ _____
9. Cross-training	Who can you ask to share your message? _____ _____
10. Materials	Do you need any materials? Are those materials written with your target audience in mind? _____ _____
11. Evaluation	How will you know when you're successful? _____ _____
12. Start Again.	Start at step 1, what is your next goal? _____ _____

