**Blandin Community Leadership Webinar Series**

Communicating to Achieve Your Community Broadband Vision

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| Vision  What does it look like when you’re successful? | Team  Who are your community champions who will propel the vision? |
| *How will your vision help inform technology and network design choices? Inform the partners you pick? Inspire a constituency of champions? Sustain action and progress over time? Stay accountable?* | *What kind of skill sets will you need? What networks will you need to access? Who is personally passionate about the issue? Who will be the “doers?” Who can give you an unbiased opinion or play devil’s advocate?* |

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| Climate  What’s working in your favor? What do you need to overcome? |
| *What are your greatest assets? What challenges do you face? Who else is working on the issue? Who is working against you – and why? What current events/opportunities can you use to your advantage? What resources are available for your project?* |
| Milestones  What smaller wins do you need to build toward your vision? |
| 1. |
| 2. |
| 3. |
| 4. |
| 5.+ |

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| Influence Strategy  Pick one milestone and answer the following questions | |
| Who are the decision makers that can help you reach this milestone? |  |
| What conditions and factors are your decision makers considering? |  |
| Who do your decision makers listen to? Or who has the most influence over your decision makers? |  |
| Which decision maker is the easiest for you to reach and/or could be a strong advocate for you? |  |

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| Major Tactics  What actions will you take to achieve the milestone you’re working on? |
| 1. |
| 2. |
| 3. |
| 4. |

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| Message Platform  Give your team a core set of messages that speak to the values of your decision makers. | |
| **The Need or Opportunity:** This message explains the problem/need that currently exists or the situation that you are working to change. |  |
| **What You Are Doing:** This message clearly states what you’re working to accomplish. |  |
| **How to Do It:** This message describes how you recommend addressing the need or problem, with specific actions that decision makers need to take. |  |
| **Vision:** This message explains the result of achieving your vision. What will be different because of your work? | *How are your messages tapping into the core values of your decision makers?* |