

Crafting an Effective Communication Strategy for Your Partnership

For a partnership to keep partners vested and engaged, a concerted strategy for communication must be created and deployed. Ideally, a communication strategy must be flexible enough to target many groups with different needs; to move multi-directionally; to incorporate a range of information in a range of formats; and to be transmitted through a variety of information modalities. To create a strategy, a partnership should engage in some candid stakeholder assessment and consider how communication might be shaped to meet the needs and specifics of each stakeholder group.

This set of worksheets is designed to help you (1) assess each stakeholder, (2) identify types of messages to send to each stakeholder and (3) develop a schedule for implementing your communication strategies.

Step 1: Determine the Importance of Each Stakeholder

Stakeholder or Group	Description	Level of Importance to Partnership (1=low to 5= high)	Degree to which Partnership's Outcome Affects this Group (1=low to 5=high)	Level of Effort Required from Stakeholder to support Partnership (1=low to 5=high)

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Step 2: Plot Each Stakeholder on the Communication Message Matrix and Determine the Communication Message for Each Stakeholder

Stakeholder Communication Matrix: Kinds of Messages to Send				
Importance of the Stakeholder to the Partnership	5 (High)			
	4	Send messages that inform and maintain confidence in the alliance	Send messages that persuade, influence and address obstacles and areas of concern—win them over!	
	3			
	2	Send messages that keep them informed		Send messages that monitor progress and respond to requests
	1 (Low)			
	1 (Low)	2	3	4
		5 (High)		
		Stakeholder's Level of Effort Required to Support the Partnership		

Step 3: Develop a Stakeholder Communication Schedule

Action Step	Key Message(s)	Media/Materials	Stakeholder	Due Date & Person Responsible