

Activation Campaign Map

Use this framework to share the interventions that will be rolled out in your activation program.

1

After using the activation planning map to create your plan, organize and visualize your work for presentation.

This framework is a great way to socialize your Activation Plan with collaborators and stakeholders across the organization. It fits nicely into a slide deck and can be used with visual icons to represent key interventions for different groups across the activation campaign.

2

In the first column, name your stakeholder groups. Start with all groups in mind, articulate the types of activities that will apply to all groups in the first row, then articulate the unique interventions for each at each stage of the campaign.

3

Use the measurement section to determine key indicators or checkpoints to track and show progress across your campaign.

	HEAR IT: Awareness	BELIEVE IT: Learning	LIVE IT: Go Live & Support
All Stakeholders: These are interventions designed for all stakeholder groups.			
GROUP 1:			
GROUP 2:			
GROUP 3:			
GROUP 4:			
GROUP 5:			

MEASUREMENTS

Checkpoints or key indicators that will be tracked from one phase to the next to show progress against the campaigns objectives (qualitative and quantitative).

Does everyone know why we're doing this and what this is?
KPI:

Is everyone trained and prepared to use our new system?
NEXT KPI:

Are we delivering high quality support to our staff?
FINAL KPI: