







- 1**
 What are our key insights about the stakeholders?
- 2**
 What are our key insights about the organization?
- 3**
 What are our key insights about our context?
- 4**
 What actions should we take as a result of these insights? How do these insights inform how we design our activation plan?

NAME OF INITIATIVE:	
 Stakeholder Insights	 Organization Insights
 Contextual Insights	 Actions to Take