Use this worksheet to summarize the insights uncovered in the Discovery phase related to the stakeholders, the organization, and the broader context. Then, summarize your recommended actions as a result of these insights.



What are our key insights about the stakeholders?

What are our key insights about the organization?

What are our key insights about our context?

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:





Organization Insights

Contextual Insights



Actions to Take