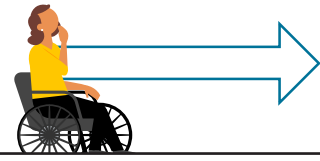




1

In the **WHO** column, record a list of target audience(s). Who's involved in making this happen? Who needs to be informed? Who is the decision-maker?



WHO is your target audience?

WHAT do they need to understand to get there?

What do you want them to **DO**?

2

Jump to the third column. Under **DO**, think about each audience—when they understand the big picture, what do we want them to do? (Or stop doing, or do differently?)

TARGET 1

3

Go back to the middle column. Once the target audience (**WHO**) and the actions (**DO**) have been determined, ask yourself **WHAT** do they need to understand to move toward the desired actions?

TARGET 2

4

Given all of the possible audiences and actions, what is the most important? Who comes first?

TARGET 3

TIPS

Bias yourself toward action. When brainstorming "DOs," there is a tendency to slip into the easier mode of "we just want them to understand." Most often when you want people to understand something, it's because you want them to change something, or learn something that they can then "DO." Don't shortchange what you are really looking for—action.

It is beneficial to conduct a communication timeline prior to finalizing the WHO/DO matrix. The timeline's temporal perspective can help straighten out a long and difficult list.

TARGET 4

TARGET 5