

COMMUNICATING FOR BUY-IN TOOL

Shareholder: Service Recipients	Message	Messenger(s)	Venue (Time, Place, Duration)	Expected Outcome (How Measured)	Follow Up Activities
What are the shareholders' needs, concerns and wants? 1. 2. 3. 4. 5.	Key TIC points likely to align with the felt needs, concerns and wants of the shareholder? 1. 2. 3. 4. 5.	Who is involved in delivering the message? 1. 2. 3. 4. 5.	What venue works best? When is optimal timing? How long is the initial communication?	How do you know that the message had the desired effect? Survey following the message? Surveys conducted at various points in time? Interviews? Focus groups	What will your follow up activities entail? Ongoing encounters and communication, regularly occurring forums/meetings to reinforce the message? Special educational events? In-service trainings?

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Shareholder: Frontline Staff	Message	Messenger(s)	Venue (Time, Place, Duration)	Expected Outcome (How Measured)	Follow Up Activities
What are the shareholders' needs, concerns and wants? 1. 2. 3. 4. 5.	Key TIC points likely to align with the felt needs, concerns and wants of the shareholder? 1. 2. 3. 4. 5.	Who is involved in delivering the message? 1. 2. 3. 4. 5.	What venue works best? When is optimal timing? How long is the initial communication?	How do you know that the message had the desired effect? Survey following the message? Surveys conducted at various points in time? Interviews? Focus groups	What will your follow up activities entail? Ongoing encounters and communication, regularly occurring forums/meetings to reinforce the message? Special educational events? In-service trainings?

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Shareholder: Supervisory/Managerial Staff	Message	Messenger(s)	Venue (Time, Place, Duration)	Expected Outcome (How Measured)	Follow Up Activities
What are the shareholders' needs, concerns and wants? 1. 2. 3. 4. 5.	Key TIC points likely to align with the felt needs, concerns and wants of the shareholder? 1. 2. 3. 4. 5.	Who is involved in delivering the message? 1. 2. 3. 4. 5.	What venue works best? When is optimal timing? How long is the initial communication?	How do you know that the message had the desired effect? Survey following the message? Surveys conducted at various points in time? Interviews? Focus groups	What will your follow up activities entail? Ongoing encounters and communication, regularly occurring forums/meetings to reinforce the message? Special educational events? In-service trainings?

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Shareholder: Support/Administrative Staff	Message	Messenger(s)	Venue (Time, Place, Duration)	Expected Outcome (How Measured)	Follow Up Activities
What are the shareholders' needs, concerns and wants? 1. 2. 3. 4. 5.	Key TIC points likely to align with the felt needs, concerns and wants of the shareholder? 1. 2. 3. 4. 5.	Who is involved in delivering the message? 1. 2. 3. 4. 5.	What venue works best? When is optimal timing? How long is the initial communication?	How do you know that the message had the desired effect? Survey following the message? Surveys conducted at various points in time? Interviews? Focus groups	What will your follow up activities entail? Ongoing encounters and communication, regularly occurring forums/meetings to reinforce the message? Special educational events? In-service trainings?

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Shareholder: Executive Staff/ Board Members	Message	Messenger(s)	Venue (Time, Place, Duration)	Expected Outcome (How Measured)	Follow Up Activities
What are the shareholders' needs, concerns and wants? 1. 2. 3. 4. 5.	Key TIC points likely to align with the felt needs, concerns and wants of the shareholder? 1. 2. 3. 4. 5.	Who is involved in delivering the message? 1. 2. 3. 4. 5.	What venue works best? When is optimal timing? How long is the initial communication?	How do you know that the message had the desired effect? Survey following the message? Surveys conducted at various points in time? Interviews? Focus groups	What will your follow up activities entail? Ongoing encounters and communication, regularly occurring forums/meetings to reinforce the message? Special educational events? In-service trainings?

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Shareholder: Community Partners	Message	Messenger(s)	Venue (Time, Place, Duration)	Expected Outcome (How Measured)	Follow Up Activities
What are the shareholders' needs, concerns and wants? 1. 2. 3. 4. 5.	Key TIC points likely to align with the felt needs, concerns and wants of the shareholder? 1. 2. 3. 4. 5.	Who is involved in delivering the message? 1. 2. 3. 4. 5.	What venue works best? When is optimal timing? How long is the initial communication?	How do you know that the message had the desired effect? Survey following the message? Surveys conducted at various points in time? Interviews? Focus groups	What will your follow up activities entail? Ongoing encounters and communication, regularly occurring forums/meetings to reinforce the message? Special educational events? In-service trainings?