

SHARE THE REPORT

Challenge: Creating a one-size-fits-all report that can satisfy everyone as to your overall progress.

Our solution: Create an engagement plan that employs different strategies for different audience types. Below is an example of common audiences with suggestions for tailoring your communication to them.



GROUP EXERCISE

Purpose: Create an engagement plan for sharing your report based on your audience(s).

1. Complete the Table 1 Engagement Strategy Planning Template on the next page. What methods can you use to engage each of your audiences?