

RESULTS MAP™

Designing Strategic Communications Plans That Work



www.resultsmap.com

Adding Value Through A Strategic Approach To Communications

THE TOP 10 QUESTIONS

- 1 What does success look like?
- 2 Why this, why now?
- 3 What are the project or corporate objectives?
- 4 What are the communications objectives?
- 5 How can effective communications help advance the project or corporate objectives?
- 6 What are the main risks and opportunities?
- 7 Thinking back about past communications activities, what worked and what didn't? Why?
- 8 Who are the key audiences and why are they important?
- 9 What are the project management parameters (time, budget and human resources)?
- 10 If we could change just one thing, what should it be?

RESULTS MAP™

Designing Strategic Communications Plans That Work