

# RAISING OUR GAME THROUGH THE RESULTS MAP™

# AGENDA

<b>Getting Started</b>	Page 3	10 minutes
<b>Overview</b>	Page 4	2 minutes
<b>A Refresher</b>	Page 5	3 minutes
<b>Reflections</b>	Page 6	10 minutes
<b>What Does Success Look Like?</b>	Page 7	10 minutes
<b>Thinking About Internal Clients</b>	Page 8	10 minutes
<b>Getting The Most Out Of The Results Map™</b>	Page 9	5 minutes
<b>Progress Not Perfection</b>	Page 10	10 minutes
<b>Raising Your Game</b>	Page 11	10 minutes
<b>For Follow Up</b>	Page 12	5 minutes
<b>TOTAL TIME FOR ACTIVITY IS APPROXIMATELY 75 MINUTES</b>		

# GETTING STARTED

- a) **Each person share a story about something that happened to you as a communicator.**
- How did it relate to consultative skills?
  - What was the experience like from the perspective of other people involved in the story?

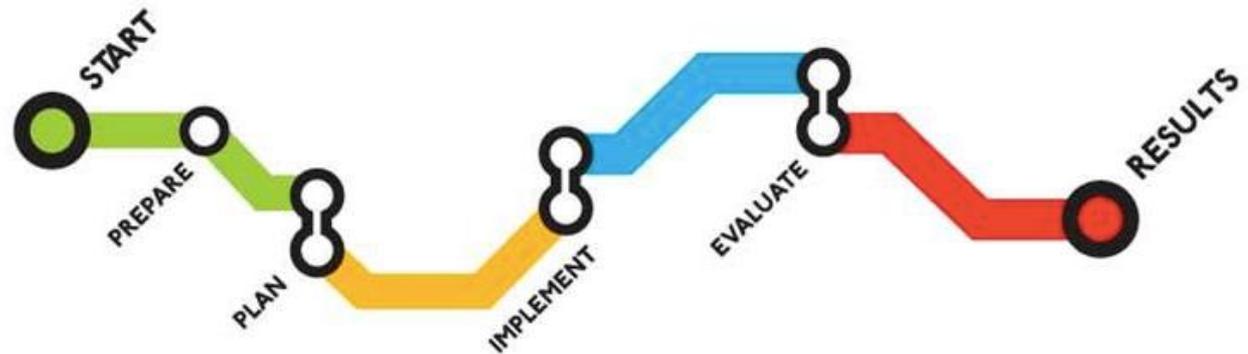
# OVERVIEW

The Results Map™ is a process designed to **help communicators add value, be strategic and do more with less.**

The methodology offers both a structure for developing a Strategic Communications Plan, as well as a model for elevating your game as a communicator through a results-based approach.

This workbook will provide you with an opportunity to:

- **Take stock of your individual and team progress** in adopting the Results Map™
- **Identify barriers or challenges** you face in your role as a strategic communicator
- **Challenge yourself and your team** to make additional progress in a results-based approach to strategic communications



# A REFRESHER

The Results Map™ process includes the **Handbook**, the **online database**, as well as the **resources** of Results Map™-based templates and tools.

The key elements include:



# Reflections

*How do you make the Results Map™ work for you and your internal clients?*

- 1 Write down how you have used the **Results Map™ process or mindset**. The examples can be big or small.
- 2 Write down what you've noticed other communicators do that looks like the **Results Map™ in action**.
- 3 **Share your observations** through discussion with the group.

# WHAT DOES SUCCESS LOOK LIKE?

*Thinking about the discussions you've had, consider:*

- ➔ What stands out as the #1 example of success in your applying a Results Map™-inspired approach to strategic communications?
- ➔ What might be the next best step for you?

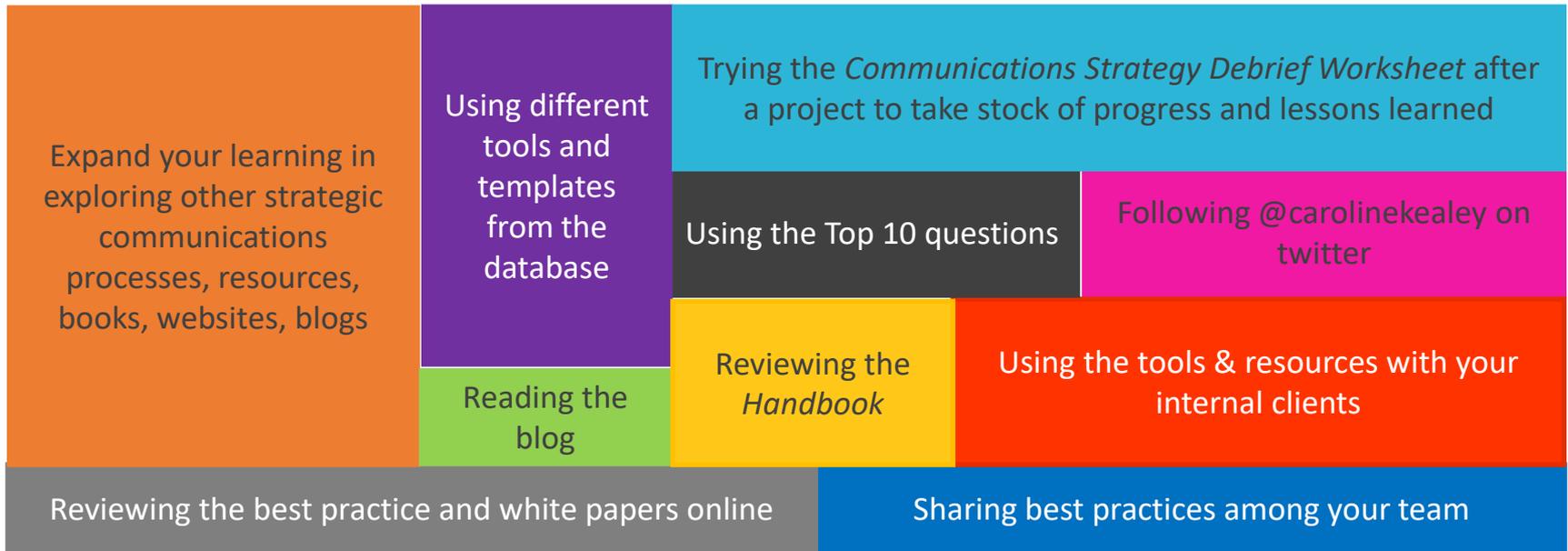
# THINKING ABOUT INTERNAL CLIENTS

*A key indicator of impact of the Results Map™ is the experience of internal clients.*

1.	What might your internal clients notice as being different since you've been using the Results Map™ process?
2.	What has been the reaction of internal clients?
3.	If we asked your internal clients what else they would want from your contributions, what would they say?

# GETTING THE MOST OUT OF THE RESULTS MAP™

There are several ways to reinforce and grow your practice as a strategic communications professional through the Results Map™. For example:

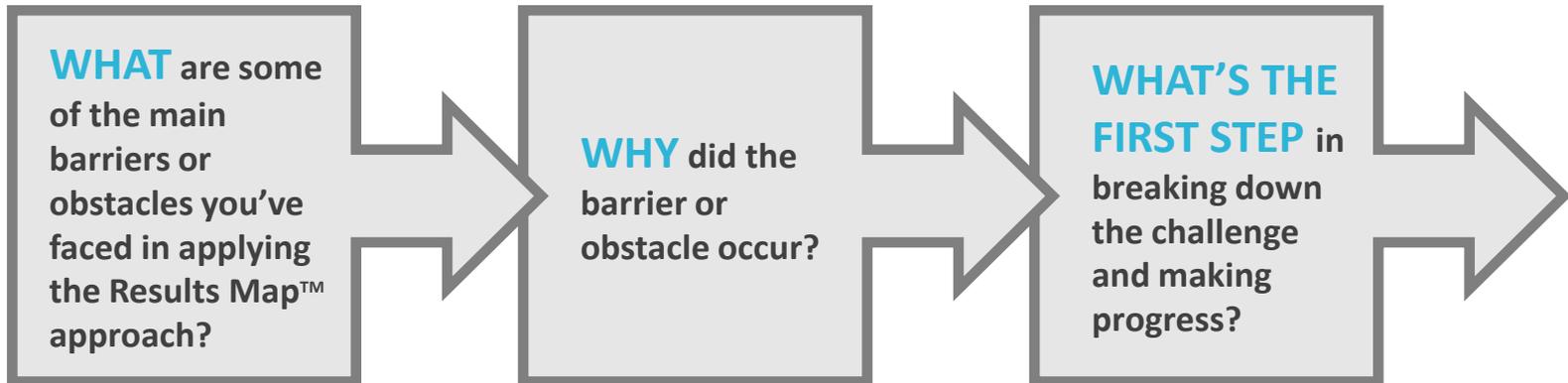


*Spend some time discussing these various options as a group. What works for you? What else can you try? What has worked for others?*

# PROGRESS NOT PERFECTION

*Like any new approach, there are bound to be barriers and obstacles along the way. While these can be frustrating, they are also a great source of insight and learning.*

**Think about:**



# RAISING YOUR GAME

*In thinking about the barriers and obstacles you identified, write down:*

What is **YOUR ROLE IN CONTRIBUTING TO THE PROBLEM** you face?

**WHAT CAN YOU DO** about it?

How **CAN YOU SUPPORT OTHERS** in addressing their challenges?

# FOR FOLLOW-UP

*Write down any ideas, insights or suggestions that you've had through the conversation with your group.*