



## Moving from Tactician to Strategist with Communication Planning

**Who are my clients?**

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**What's most important to the business?**

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**Questions to ask my clients to identify the business outcome?**

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**Define communication objectives based on KNOW, FEEL, DO.**

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**What to measure and how to measure it?**

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**Analyze audience(s).**

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**What messages will stick with what supporting messages and proof points.**

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**Align channels with objectives and messages.**

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**Measure and report with data linked to business objectives.**

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Questions on how to use this guide?

Reach out to Kristin Hart at [Kristin.hart@raganconsulting.com](mailto:Kristin.hart@raganconsulting.com) to schedule a call with Julie Baron.