STEP 5:   
Determine the timeframe for the expected change

**Final Communication Objectives**

|  |  |  |  |
| --- | --- | --- | --- |
| **1. Challenge statement** | Click here to enter text. | | |
| **2. Audience profiles** | **Primary audience profile:**  Click here to enter text. | | |
| **Influencing audience profile(s):**  Click here to enter text. | | |
| **3. Objectives** | Click here to enter text. | | |
| **4. Barriers to change** | Click here to enter text. | | |
| **5. Positioning statement** | Click here to enter text. | | |
| **6. Key promise** | Click here to enter text. | | |
| **7. Support statement** | Click here to enter text. | | |
| **8. Overall impression statement** | Click here to enter text. | | |
| **9. Key message points** | **Primary audience:** Click here to enter text.  **Influencing audience(s):** Click here to enter text. | | |
| **10. Strategic Approaches** | **Primary audience approaches:**  Click here to enter text. | **11. Activities** Click here to enter text. | **Primary audience activities:** Click here to enter text. |
| **Influencing audiences approaches:** Click here to enter text. |  | **Influencing audiences activities:**Click here to enter text. |
| **12. Additional creative considerations** |  | | |