

Accelerate

Communicating to Achieve Your Community Broadband Vision Worksheet

VISION

What does it look like when you're successful?

TEAM

Who are your community champions who will propel the vision?

How will your vision help: Inform technology and network design choices? Inform the partners you pick? Inspire a constituency of champions? Sustain action and progress over time? Help you stay accountable?

What kind of skill sets will you need? What networks will you need to access? Who is personally passionate about the issue? Who will be the "doers"? Who can give you an unbiased opinion or play devil's advocate?

CLIMATE

What's working in your favor? What do you need to overcome?

What are your greatest assets? What challenges do you face? Who else is working on the issue? Who is working against you—and why? What current events and opportunities can you use to your advantage? What resources are available for your project?

MILESTONES

What smaller wins do you need to build toward your vision?

1.

2.

3.

4.

5.+

INFLUENCE STRATEGY

Pick one milestone and answer the following questions:

Who are the decision makers who can help you reach this milestone?

What conditions and factors are your decision makers considering?

To whom do your decision makers listen? Or who has the most influence over your decision makers?

Which decision maker is the easiest for you to reach and/or could be a strong advocate for you?

MAJOR TACTICS

What actions will you take to achieve the milestones you're working on?

1.

2.

3.

4.

BUILDING YOUR STORY

The Need or Opportunity:
Why should they care?

What You Are Doing:
What is the conflict, and what are you doing to address it?

Vision: What is the outcome?
Why will it matter to the people you're talking to?

Potential Stories:
What are some of the stories in your community that could help you connect with your audience to help you achieve your vision?
