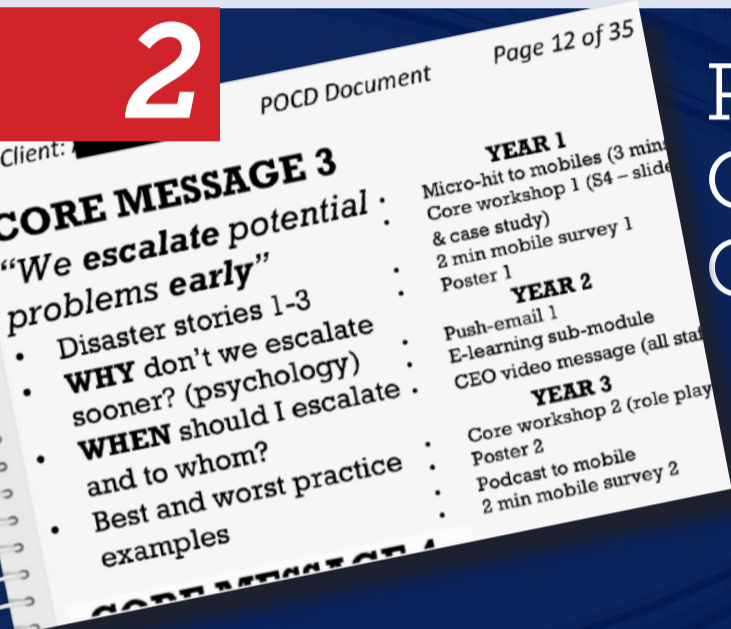


### 1 Research & Planning

- Reading & familiarization
- Focus group - brainstorming (1 day)
- MAP [
  - Key risks assessment
  - What is the existing provision?
  - Where do we need to make a difference?
  - How will this place be different in 3 years time?



### 2



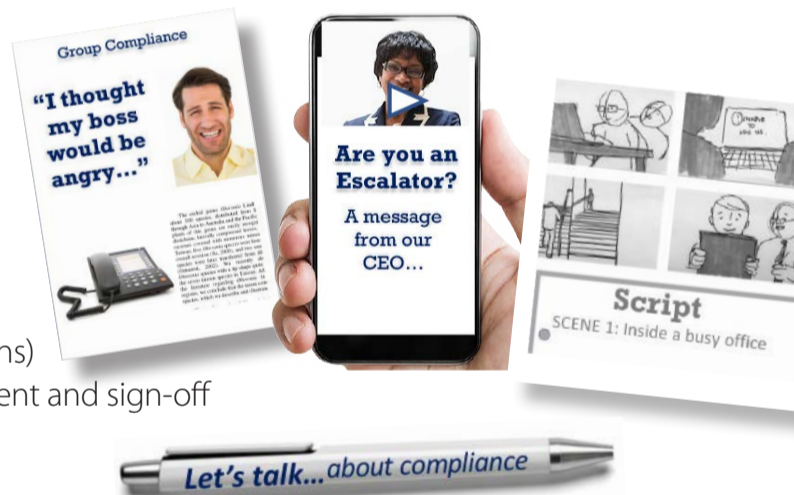
### Programme Objectives & Content Design (POCD)

- Detailed document
- Maps core messages against delivery mechanisms
- Repetitive cycle (eg 3 years)
- Geographies, languages
- Timescales, GANTT
- Impact measurement (Levels 1-4)

### 3

### Scripting & Development (Annual basis)

- Content drafts (scripts, copy, designs)
- Focus group comments, amendment and sign-off
- Production
- Piloting & finalization



### 4

### Roll-out & Evaluation



- Train-the-Trainer
- Workshop facilitation
- Senior management engagement
- Micro-learning and e-learning
- Mobile 'hits'
- In-house bulletins & podcasts
- Web events
- Lunchtime round-tables
- Posters and screensavers
- 'Presence items' (pens, stress-balls, mouse mats etc)
- Surveys

