

Activity 6 – “Risks”

1. It Takes Two

Imagine you are looking to launch a new children’s cereal. Consider what communication options you might have to engage stakeholders throughout the process.

Phase	Messages to communicate/ Questions to ask	Approach to engage stakeholders
1. Developing the Recipe.		
2. Designing the Packaging.		
3. Defining the Pricing.		
4. Identifying distribution outlets.		
5. Launching/ advertising the product.		

2. Know the audience

Next think about all the *types* of stakeholders that you will need to communicate with who will ultimately make the difference about whether your product is successful or not. List them below and consider what matters to them. For example, one group might be the children themselves. What matters to them might be *Taste* and *Fun*. Who else do you need to engage with? What do they care about?

Audience Group	What matters to them?
1. <i>Children</i>	<i>Tasty food; Fun</i>
2.	
3.	

Audience Group	What matters to them?
4.	
5.	
6.	

3. Hone the Message & 4. Choose your Medium

Now imagine the message that you need to get across is that your product is now available for sale. For each of the stakeholder groups consider what that message might best look like.

Audience Group	Message Detail	Medium
1. <i>Children</i>	<i>Breakfast is not boring! Great new flavour now here!</i>	<i>TV Advert</i>
2.		
3.		
4.		
5.		
6.		

5. Close the Loop

Now consider how you will know the message is being received successfully? What options could you put in place to find out?

Audience Group	How will I know the message got through?
1. Children	i) Review Sales figures ii) Engage focus groups iii) Create a competition and judge entries volume – ask kids to rate 1-5* and submit their best drawing of their craziest dream.
2.	
3.	
4.	
5.	
6.	

Case Study 6 – “Communications”

1. It Takes Two

This case study takes a slightly different example scenario and applies the same principles as needed in the above.

This one is based on leading plans to host a school charity fundraiser fun-day.

Phase	Messages to communicate/ Questions to ask	Approach to engage
1. Developing the Schedule	Establish what charity to support and why. Define date - When would suit to hold the event for maximum participation? Define time of event - Is the building available outside of normal school hours eg Saturday? Who is available to support -Identify volunteers	Research options and speak to formal parent/teacher meeting? Issue questionnaire via school? Call school secretary Canvas for volunteers through the school newsletter.
2. Designing the Activities	What activities would the kids like to do? What will parents and kids be happy to pay for?	Request face to face chat with student council. Hold stall with questionnaire for parents on parents night.
3. Co-ordinating Preparation Tasks	Establish full list of tasks to be done Define and agree roles and responsibilities Publicise date of event	Hold meeting for volunteers Call/meet face to face with school janitor and head teacher Posters, website, newsletter
4. Week of Funday	Check progress of tasks/reconfirm volunteer availability. Send reminder of date	Following meeting, create whatsapp group for contacting volunteers – post reminder/check in

		requests there. Draft reminder note and ask school to send with kids home from school. Extra posters
5. On the Day	Final preparations re who goes where Instructions on what to do with cash/problem handling process etc	Meeting face to face to start Continue posting in whatsapp group Signs

3. Know the audience

Audience Group	What matters to them?
1. Children	<i>Fun activities,</i> <i>Affordable with pocket money,</i> <i>Not wearing uniform</i>
2. Teachers	<i>Staying in control,</i> <i>Sensible discipline and safety,</i> <i>Children learning social skills.</i>
3. Parents	<i>Clear instructions,</i> <i>Child safety,</i> <i>Minimal hassle</i> <i>Worthy cause.</i>
4. Headteacher	Educational value for money School reputation Co-operation of teachers and parents. No undue stress on staff.
5. Neighbours to school	Noise Positive behaviour. Traffic

3. Hone the Message & 4. Choose your Medium

Announcing the Funday...

Audience Group	Message Detail	Medium
1. Children	<i>Don't forget – Fun day Friday/ dress down and bring your pocket money</i>	<i>Verbal message from teacher</i> <i>Letter</i>
2. Teachers	Reminder of date, Schedule for the fun day,	Staff meeting, Headteacher email, Signs up in the school/ letter summarising any instructions.
3. Parents	Funday this Friday	School webpage/ parents app, school newsletter email, letter in schoolbags
4. Headteacher	Schedule for Funday, who is doing what on Funday	Full copy of plan 1-2-1 Debrief meetings
5. Neighbours to school	Awareness that event being well managed.	Clear parking direction signs

6. Close the Loop

Audience Group	How will I know the message got through?
1.Children	<i>Takings</i> <i>Participation figures</i> <i>Ask children on day</i>
2. Teachers	Meet and ask face to face if they have got all the information they need

Audience Group	How will I know the message got through?
3. Parents	<i>Takings</i> <i>Participation figures</i> <i>Feedback face to face on the day</i> <i>Feedback on the app</i> <i>Follow up at PTA meeting</i>
4. Headteacher	<i>Phone call/ face to face meeting in lead up to check in</i> <i>Feedback on the day in person</i> <i>Debrief meeting</i>
5. Neighbours to school	<i>Lack of complaints</i>