# Action Road Map



#### Stickiness

Loyalty **Community Building** 

Trust

Openness

Self-Servina

**Action Road Map follows** the Action Pathway in the center of the chart. Moving from the bottom left to bottom right to top left to top right

## Connect

Think: Connecting you with the audience

**Q&A:** Why does my audience care? What will get them emotionally connected?

### Action:

- · Find common ground (experience, values, goals, etc.)
- Audience makes your story their own. Repeats the story to others.
- Audience sees themselves as a part of a bigger cause...
- Multi-Media (Text, Video, Music, Photos)

## Action

Think: Active your audience

**Q&A:** How can they help? What can they do?

#### Action:

- Empower the audience. Trust them to help you expand your ideas.
- Invite them to take simple and easy actions
- Encourage them to take bigger bolder action
- Be Playful. Bring lightness and have fun.
- Be Grateful. Thank them for their efforts
  - Remain Curious. Watch. Ask. Listen. Adjust

Ceiling of Complexity

## Ideation

**Think:** Big Picture Idea; Vision Framework

**Q&A:** Who are we serving? What do we want to accomplish?

#### Action:

- Break big idea into smaller ideas
- Develop actions to march towards each idea
- Actions are specific and purposeful
- Everything we do reflects who we are

Think: Why, Vision Communication

**Q&A:** Why is this cause/product important? To us? To the people we serve?

## Action:

- Understand what you "Care" about and "Why"
- Share vision and unite your organization
- Foundational framework for external communication
- Simple personal emotional messaging

Usefulness

Differentiate Awareness Cultivate

No Substitute

**Communication Cycle** 

Action Pathwa

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Externa

**Company Focus** 

Interna