

# CHARTING

## **Key Stakeholders**

*Who has an interest in your brand  
(current and potential)?*

*Customer Segments*

*Employee Groups*

*Government Regulators*

*Other?*

## **Key Sociopolitical Issues**

*What are high-priority issues and each  
group's stance?*

## **Current Brand Associations**

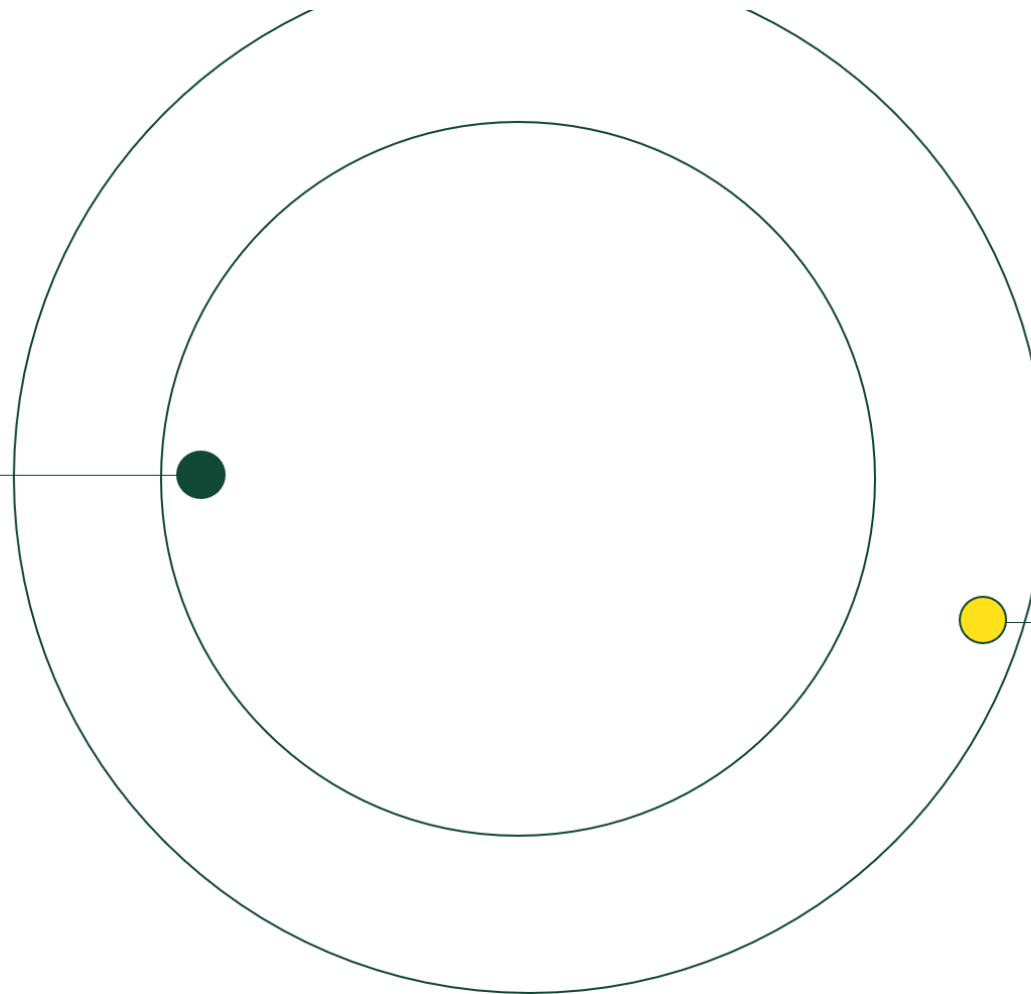
*Is your brand already connected to  
these issues in any way?*

# RISKING

## Central elements of purpose

Using charting data, what issues/stances are:

1. aligned across stakeholders, and
2. aligned with your brand?



## Peripheral elements of purpose

Which issues/stances are:

1. Partially aligned across stakeholders
2. Aligned with stakeholders but not brand

# EVANGELIZING

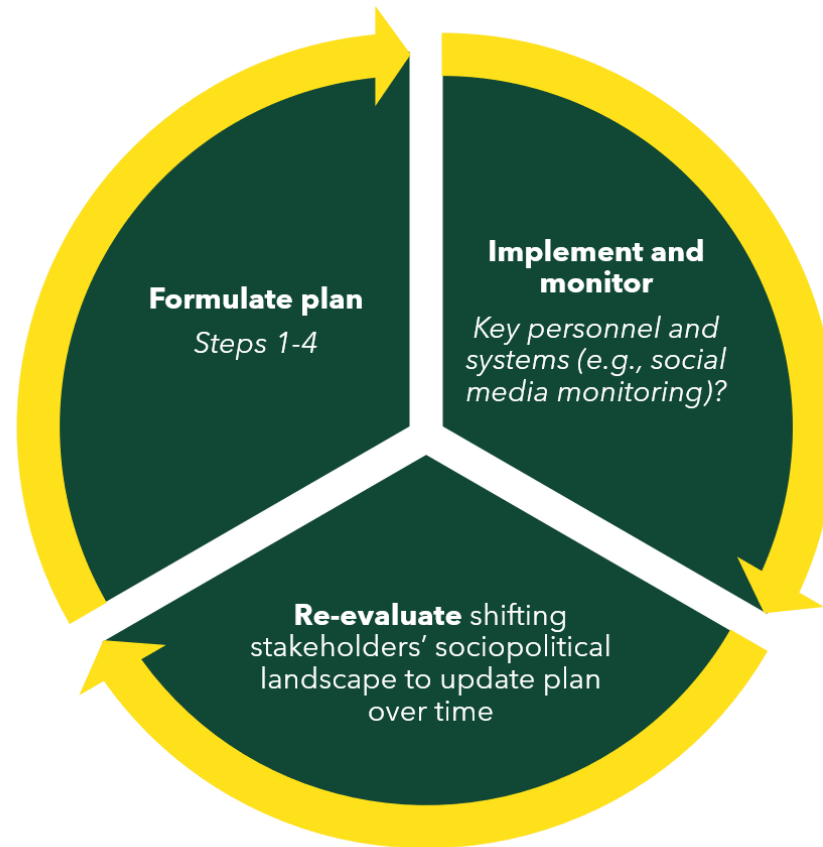
<b>Elements of Purpose</b> <i>List the top three central elements of purpose (issue and stance)</i>	<b>Internal Communication Strategy</b> <i>How to speak to employees?</i>	<b>External Communication Strategy</b> <i>How to speak to customers?</i>
<i>Element #1</i>		
<i>Element #2</i>		
<i>Element #3</i>		
<i>Peripheral elements?</i>		

# DEMONSTRATING

<b>Elements of Purpose</b> <i>List the top three central elements of purpose (issue and stance)</i>	<b>Key Events</b> <i>What known events to engage (proactive) and what events and how to respond to immediately (reactive)?</i>	<b>Key Investments</b> <i>Consider outside investments (e.g., United Health example) or 4 Ps (e.g., product, promotion)</i>
<i>Element #1</i>		
<i>Element #2</i>		
<i>Element #3</i>		
<i>Peripheral elements?</i>		

# OVERSIGHTING

Oversighting means routine monitoring *and* finding and addressing missteps.



Note: For this step, consider how *oversighting* can be integrated with your firm's current marketing system.