



SportAssist

Workshop Activity Booklet

Creating a Stakeholders' Communications Strategy



“Creating a Stakeholders Communications Plan”



I WAS JUST RINGING TO SEE IF YOU
GOT THE E-MAIL ABOUT THE LETTER
I SENT YOU?

Activity Booklet Objectives

By the end of the workshop you will have worked through a sample document that will be specific to your organisation. This activity booklet will provide you with an opportunity to take a step by step approach to developing a Stakeholders Communication Plan. As part of this process you will be able to;

- Identify your communication objectives and align them with your organisational objectives (what you need to do, why you need to do this and when you need to do it).
- Identify your key stakeholders.
- Allocate a priority rating for communicating with your stakeholders.
- Determine your stakeholders' expectations and any issues that may need to be addressed.
- Determine key messages for stakeholders based on an understanding of your brand.
- Identify the best communication channels and tactics.
- Identify responsibilities and costings.
- Develop a framework for communication planning.



Activity 1

Defining & Prioritising your Stakeholders

- (a) Identify the key stakeholder groups in your organisation.
Examples include but are not exclusive to;
- participants
 - sports media
 - funders & sponsors
 - spectators
 - volunteers
 - NSO
 - RSO
 - coaches
- (b) For each of the key stakeholders in your organisation allocate a *priority rating* for communicating with them. To achieve this you may need to first try and assess where each stakeholder group is in terms of its level of satisfaction with your organisation. Try and rate each of them on a *satisfaction scale* of 1-10 (where 1 is they don't like you at all and 10 means that they love you). This rating, combined with each stakeholder's influence, will help you decide where you put them on your priority list.

For example, a group of coaches who are very dissatisfied may be a small group, but they may have the power to disrupt your entire operation and prevent you from achieving your goals. You would rate them a 2 in terms of their satisfaction. When combined with their potential influence, you may decide to give them the highest communications priority- a '1' - on your priority plan for the year.

Priority Ratings

- 1 = Highest priority
- 2 = Strong priority
- 3 = Lesser priority
- 4 = Low priority

- c. You may wish to make use of the chart overleaf to draft your ideas, before entering this information on your sample "Stakeholder Communications Planner".

Stakeholder Group	Satisfaction Rating	Priority Rating
Coaches	2	1

Notes

(d) Enter this information on your sample "Stakeholder Communications Planner".



Activity 7

Assessing results and adapting the plan

Once a plan is implemented, you need to know if it is working to achieve the objectives you set. A communications plan is not a static thing. It should always be reviewed and amended with a view to making it as effective as possible.

Some simple things you can do to check how things are working might include:

- Conduct some **in-person interviews** with your top stakeholders to get a real feel for how they view you and what the issues are.
- If you have key stakeholders together for a conference, forum or session, give them a **written questionnaire** to fill out, asking them for feedback on the things you want to measure.
- Monitor and **collect all the news clippings** that mention your organisation or issues of relevance to you.
- If you have objectives around compliance (e.g. new rules), it may be that some **reporting from referees** is introduced at the start of the season, if this is feasible.
- Include a **small survey** in your regular newsletter and ask stakeholders to send it back.
- **An online survey** with your key stakeholders.

Take part in a group discussion and;

- a. Identify some of the strategies you have used to communicate with your stakeholders and comment on how effective they have been.
- b. Identify some of the constraints that determine the type of strategies used.
- c. You may wish to make use of the space provided to record the results of your discussion.

Notes

PTO

Notes



Activity 8

Developing a communications calendar

The purpose of the calendar is to give an "at a glance" list of all the things you have included within your plan and when they need to be actioned by.

- a. Using the pro formas as a guide identify your communications requirements for your season.
- b. Refer to the "Tactics Cheat Sheet" in your resource booklet that highlights some of the merits and disadvantages of selected communication strategies.

Communication/Activities Calendar

Example 1

Month	Date	Activity
January	31	Advertise for Senior Players
February		
March	15	Advertise player registration details
April		
May		
June		
July		
August		
September		
October		
November		
December		



PTO for Example 2

