

Communication Planning Worksheet 2: Assess the Context for your Efforts

Internal Scan: What are your organization's/agency's/group's assets and challenges that may impact your communication efforts?
External Scan: What is already happening outside your organization/agency/group that may impact your strategy or efforts – both assets and challenges ?

This worksheet has been developed based on the Smart Chart strategic communications planning tool from Spitfire Strategies. To learn more, visit: reefresilience.org.