Appendix 1: Group Exercise Worksheets

Phase 1: Build Consensus

Box 2.1

Broad Goal:

Smart Objective:

Box 3.1

Identify Decisionmaker:
Phase 2: Focus Efforts

Box 4.1
External Challenges

Box 4.1
External Opportunities
Box 6.1

Identify Decisionmaker:

Rational

Emotional

Ethical
### The Five-Point Message Box

1. **Decisionmaker's Name:**

2. **Decisionmaker’s Core Concerns:**

3. **Objection:**

4. **SMART Ask:**

5. **To What End?:**

---

### Box 6.3

**Messenger Name:**
Phase 3: Achieve Change

<table>
<thead>
<tr>
<th>Box 7.1</th>
<th>Internal Challenges</th>
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<table>
<thead>
<tr>
<th>Box 7.1</th>
<th>Internal Opportunities</th>
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### Box 7.2
**Basic Work Plan Template**

<table>
<thead>
<tr>
<th>SMART Objective</th>
<th>Next Steps/ Input Activities</th>
<th>Estimated Budget</th>
<th>Person(s) Responsible</th>
<th>Timeline</th>
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### Box 8.1
**Indicators of Progress**

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<thead>
<tr>
<th>Anticipated Outputs:</th>
<th>Anticipated Outcomes (Quick Wins):</th>
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Develop a Strategy