

STRATEGIC GOALS: HOW BIG IS TOO BIG?

Here's the moment in the book when we ask you to rank your level of ambition. How big is the change you want your engagement strategy to make?

1

Realignment of your current work to be more audience-centric and better-aligned to the organisation's strategy. Try for more impact with similar resources. Skill up the team and get processes sorted out.

2

As 1, but with a little extra investment in new tactical approaches and better audience insight. Set a few optimistic targets but keep your feet on the ground.

A STEP
CHANGE

3

Invest to achieve some big ambitious goals, get noticed, and significantly strengthen the number and quality of engagements with priority audiences.

4

A significant investment to reinvent how your organisation does business, building your work around the needs of your supporters, service users, and other audiences, and aiming for something huge.

SAME BUT
BETTER

SOME NEW
ACTIVITY

TRANSFORMATION

Whatever your level of ambition, there's no option that doesn't shout, 'audience first'.

AN EXCERPT FROM THE BOOK

WHO CARES?

BUILDING AUDIENCE-CENTRED ENGAGEMENT STRATEGIES IN THE NON-PROFIT SECTOR

JOE BARRELL

WITH SARAH FITZGERALD

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