



THE SPITFIRE STRATEGIES SMART CHART 2.0

1 STEP ONE: Program Decisions

Goal: What are you trying to do?

Decision Makers: Who makes your goal a reality?

Measurements of Success: How will you know what you are doing is working?

2 STEP TWO: Context

Internal Scan: What are the assets and challenges of your organization that may impact this plan?

External Scan: What is already happening outside your organization that may impact this plan?

Define Your Position: Do you need a plan that will fortify and amplify, frame or reframe the debate?

3 STEP THREE: Strategic Choices

Decisions to Make	Your Decision	Reality Check
Audience Target: Who must you reach to achieve your goal?		Should not be general public or anything similar. Must be segmented. Should be the person/people who can most help you achieve your goal. Only when you figure out who this is, can you figure out how to reach them.
Values/Core Concerns: What existing beliefs can you tap into to reach your audience?		What do they believe? Did you answer these two questions before choosing your audience: what do they believe that you can tap into, & what do they believe that you have to overcome?
Approach: What is your overall strategy?		Do not go straight to tactics. Consider big strategic decisions first. These will dictate tactics.
Message: What key points do you want to make with your target audience?		Big difference between mission & message. Mission is what you are about. Message is about resonating with your audience based on their beliefs & values. Avoid MEGO phrases (my eyes glaze over).
Messengers: Who has the best chance of resonating with your target audience?		People listen to people, not institutions. This is about who your audience can hear, who is credible to them. Sometimes you can have the right message but the wrong messenger delivering it. Result: fewer people listening to what you have to say.

4 STEP FOUR: Communications Objectives

How are you going to get your message to your audience using your chosen approach?

5 STEP FIVE: Pick Your Tactics

Consider your goal, internal and external scans, target audience and message. Then answer the following questions.

1. Who will the tactic reach? (Should be your target audience.)
2. How does it support the goal?
3. What is the anticipated output?
4. What is the anticipated outcome?