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| 1 Outcomes | Have you agreed SMART outcomes and clear success measures? | <input type="checkbox"/> |
| 2 Starting point | Against each of the SMART outcomes are you clear about your starting point? | <input type="checkbox"/> |
| 3 Audiences | Are you clear about your target audiences and how they make judgements? | <input type="checkbox"/> |
| 4 Media | Will your choice of media reach your key audiences with any measurable impact? | <input type="checkbox"/> |
| 5 Key messages | Do you have agreed key messages that are simple and memorable? | <input type="checkbox"/> |
| 6 Key actions | Are you clear about which actions will support the strategy and who will take them? | <input type="checkbox"/> |
| 7 Risks | Have you identified and mitigated the key risks that may impact on outcomes? | <input type="checkbox"/> |
| 8 Governance | Are you clear about reporting lines and decision-making processes for this strategy? | <input type="checkbox"/> |
| 9 Review and Evaluation | Are you clear about what you will measure and to whom you will report findings? | <input type="checkbox"/> |
| 10 Resource | Do you have enough resource to deliver this strategy by the agreed deadline? | <input type="checkbox"/> |