Activation Plan

Use this framework to map the building blocks for each stakeholder group at each phase.

HEAR IT
Communicating

Does everyone know why we're doing this and what this is?

ALL STAKEHOLDERS	STAKEHOLDER GROUP 1	STAKEHOLDER GROUP 2	STAKEHOLDER GROUP 3	STAKEHOLDER GROUP 4	STAKEHOLDER GROUP 5

BELIEVE IT
Learning

Is everyone trained and prepared to use the new system?

ALL STAKEHOLDERS	STAKEHOLDER GROUP 1	STAKEHOLDER GROUP 2	STAKEHOLDER GROUP 3	STAKEHOLDER GROUP 4	STAKEHOLDER GROUP 5

LIVE IT
Embedded Experience

Are we delivering high quality support to our staff?

ALL STAKEHOLDERS	STAKEHOLDER GROUP 1	STAKEHOLDER GROUP 2	STAKEHOLDER GROUP 3	STAKEHOLDER GROUP 4	STAKEHOLDER GROUP 5

ONGOING

Does this scenario carry through multiple phases?

ALL STAKEHOLDERS	STAKEHOLDER GROUP 1	STAKEHOLDER GROUP 2	STAKEHOLDER GROUP 3	STAKEHOLDER GROUP 4	STAKEHOLDER GROUP 5