



# KEY LEADER ENGAGEMENT PLANNING WORKSHEET

<b>Target/Audience:</b> <i>What individual or group are we meeting?</i>	<b>DTG:</b>	<b>Location:</b>
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<b>BACKGROUND</b>	<b>TARGET / AUDIENCE CHARACTERISTICS:</b>  <i>What can we expect to encounter when we arrive at the meeting. Describe the background of the individual or group.</i>	
	<b>ENVIRONMENT / CONCERNS:</b>  <i>Issues that may affect the desired outcome (Safety, Political, Financial, Motives, etc.)</i>	<b>PREVIOUS MEETINGS:</b>  <i>List previous meetings that have been held with this target audience.</i>
	<b>DESIRED END STATE:</b>  <i>What we hope to achieve by conducting this engagement.</i>	<b>THEMES/MESSAGES:</b>  <i>Prepared themes / messages in support of the desired end-state</i>
	<b>ANTICIPATED REACTION / ISSUES:</b>  1.  2.  3.	<b>PREPARED RESPONSE:</b>  1.  2.  3
	<b>MEETING STRATEGY:</b>  <i>General flow of how the meeting should progress and a plan for addressing all topics</i>	<b>EXIT STRATEGY:</b>  <i>Develop a plan to wrap up the meeting (going well/going bad)</i>