



Frameworks for Strategic Planning

March 11, 2023



**Bangladesh
Center for
Communication
Programs**



Elements of Strategic Communication

- ❖ **Research driven**
 - ❖ **Theory-based**
 - ❖ **Audience-focused**
 - ❖ **Process oriented**

 - ❖ **Cultural context**
 - ❖ **Social values**
 - ❖ **Benefit-oriented**
 - ❖ **Evidence-based**
- ❖ **IPC**
 - ❖ **Life Skill**
 - ❖ **Advocacy**
 - ❖ **Community mobilization**
 - ❖ **Message consistency**

 - ❖ **Service-linked**
 - ❖ **Participatory**
 - ❖ **Collaborative**
 - ❖ **Synergy**
 - ❖ **Cost-effective**





What is Strategic planning?





Strategic planning...

Strategy is the art and science of directing a systematic plan of action toward a specific, intended result. It entails linking clear objectives to actions and evaluated to assess the result.

Strategic communications planning, then, is the process of driving alignment between the communications function and the organization's core objectives.





Strategic planning is not

- Done quickly, at the last minute
- Reactive
- Sporadic
- An isolated activity
- Business as usual
- Short-term





Strategic planning is

- Based on a shared vision
- Comprehensive
- Systematic
- Based on data/evidence/theory
- A process
- Collaborative
- Connecting the dots
- Results-oriented





Strategic planning steps

- What do we want to happen? **Vision**
- What is happening now? **Current situation**
- Why is there a difference between current situation and vision? **Root cause analysis**
- What are the key constraints? **Barriers**
- How do we achieve our vision? **Strategy**





Vision

- A vision provides a picture of what the situation will look like in the future.
- A vision statement describes a compelling idea of a future state for a particular situation, organization, operating environment, or product.



When we read it, it should tell us where we are going.



Vision



Microsoft's corporate

“We strive to create local opportunity, growth, and impact in every country around the world.”





Vision



BRAC

A world free from all forms of exploitation and discrimination where everyone has the opportunity to realize their potential.

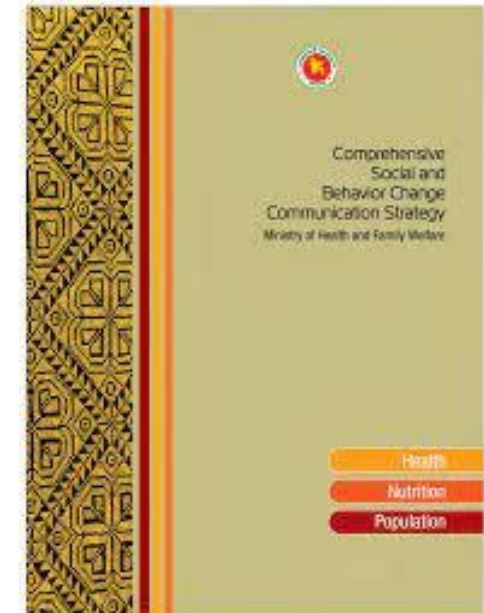




Vision...

SBCC/MoHFW

In Bangladesh, coordinated and audience-centered SBCC improves knowledge, attitudes and practices for health, population and nutrition through a multi-level and multi-channel communication approach, a skilled workforce at all levels, and the use of appropriate communication technologies.





Set a Vision

- A strategic vision is one that is shared among all stakeholders. It is inspirational and concrete suggests what people need to do and engages participants.
- The strategic vision should paint a mental picture of a desired scenario in the future.
- Good strategic vision is also practical and set the team's sight on what is considered possible.

Shared Vision





Current Situation

Implementing any improvement program requires first to understand the current state, which in turn requires to be able to measure the current state.





Current Situation...

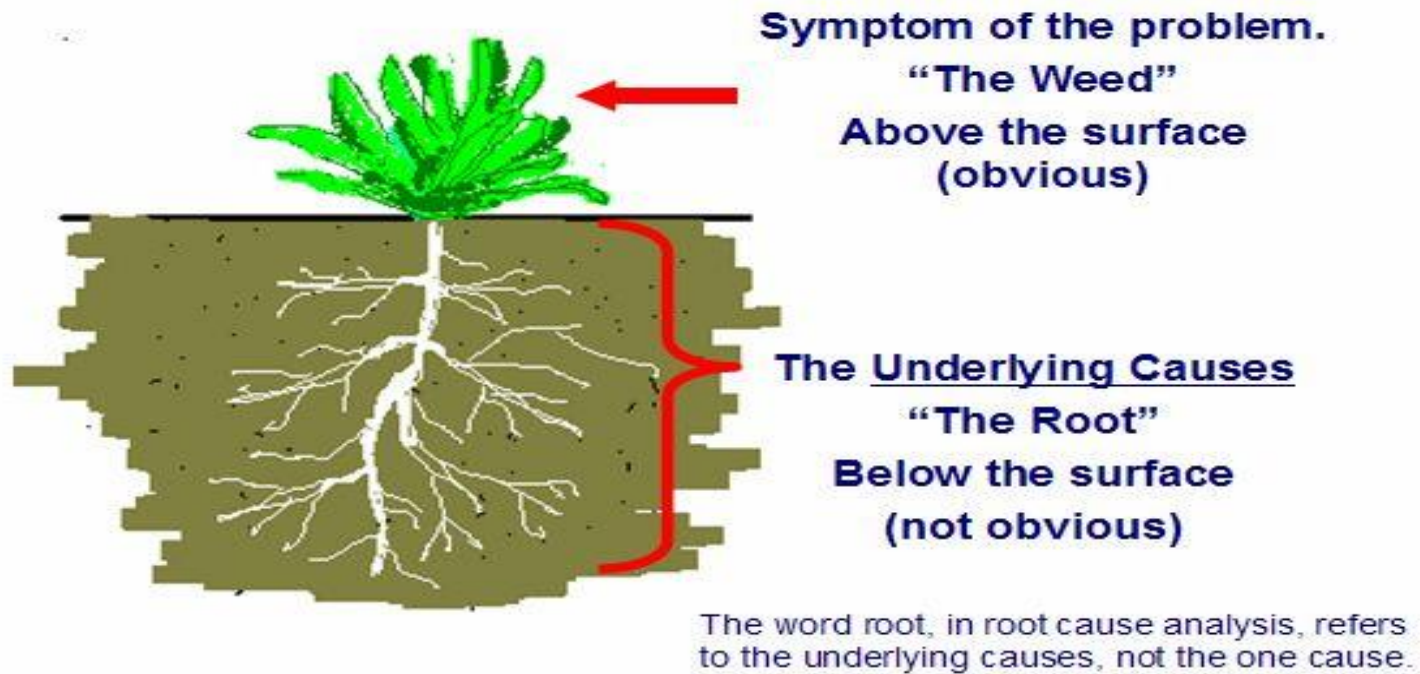
Communication programs also look for the

- people affected and their needs
- social and cultural norms
- potential constraints on individual and collective change
- potential facilitators of individual and collective change, and
- the audiences' access to and use of communication channels.



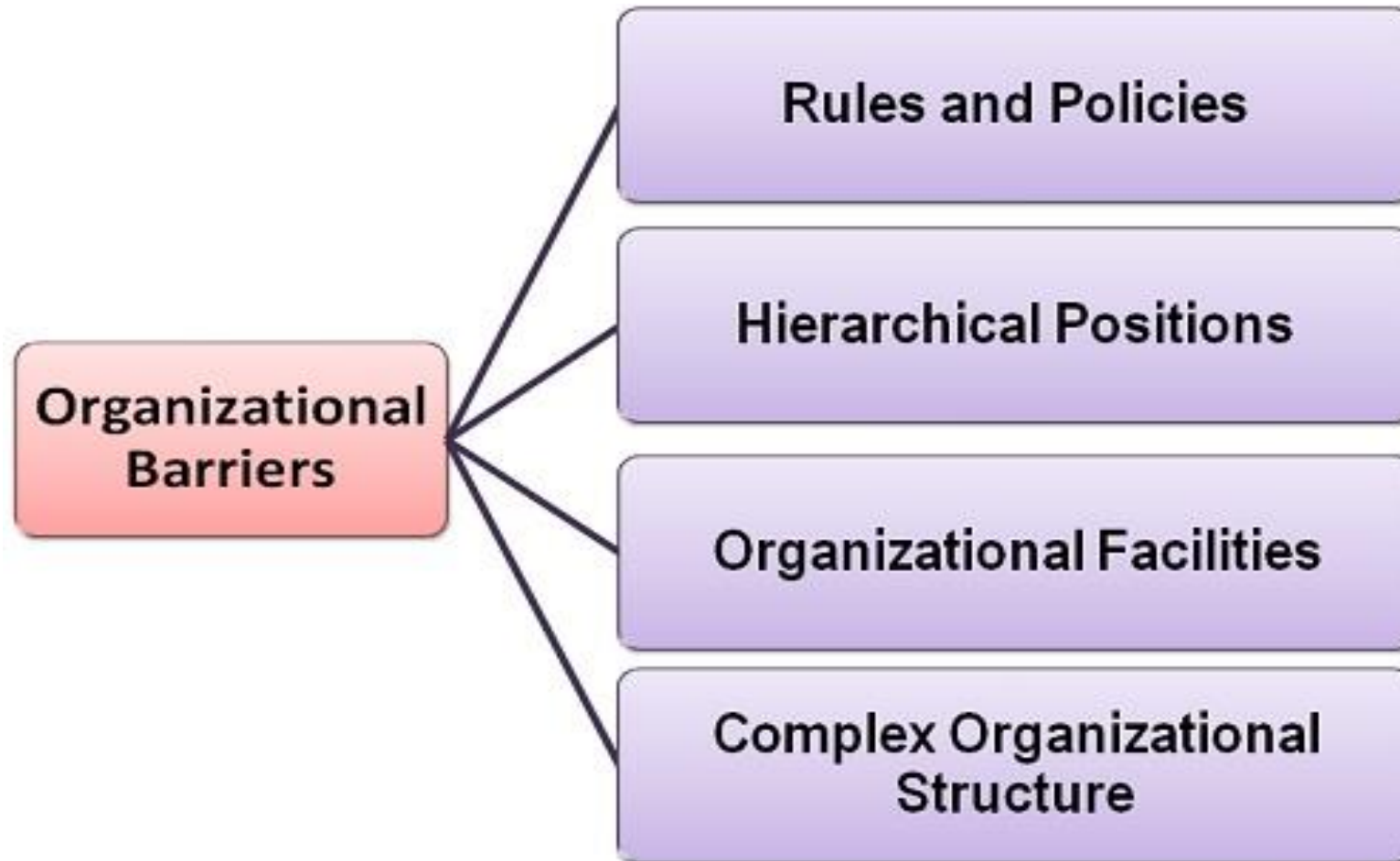


Root Cause Analysis Basics



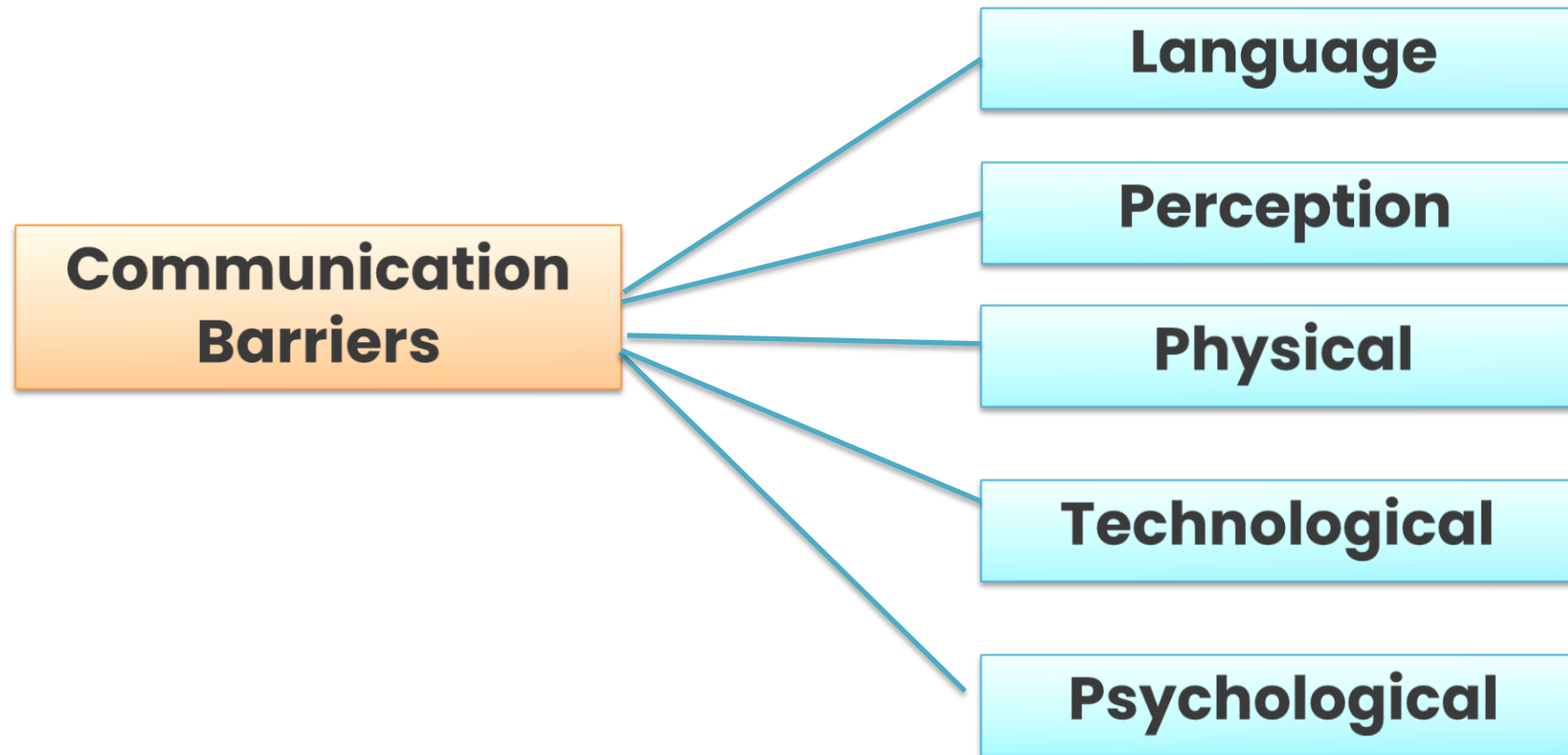


Barriers





Barriers...





Strategy





Urgency/Importance matrix

	Urgent	Not Urgent
Important	1	2
Not Important	3	4

What people do reflects their true priorities

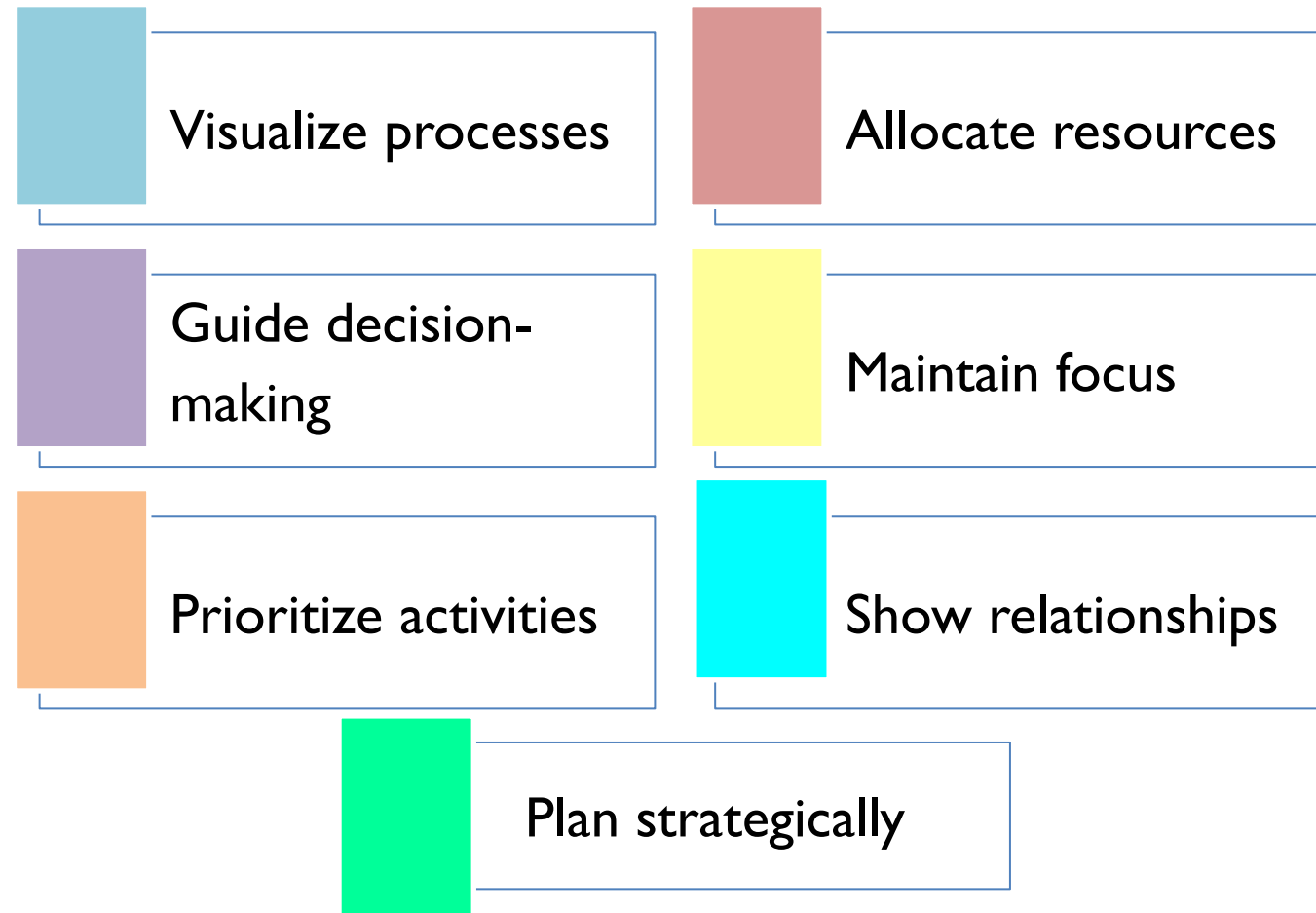




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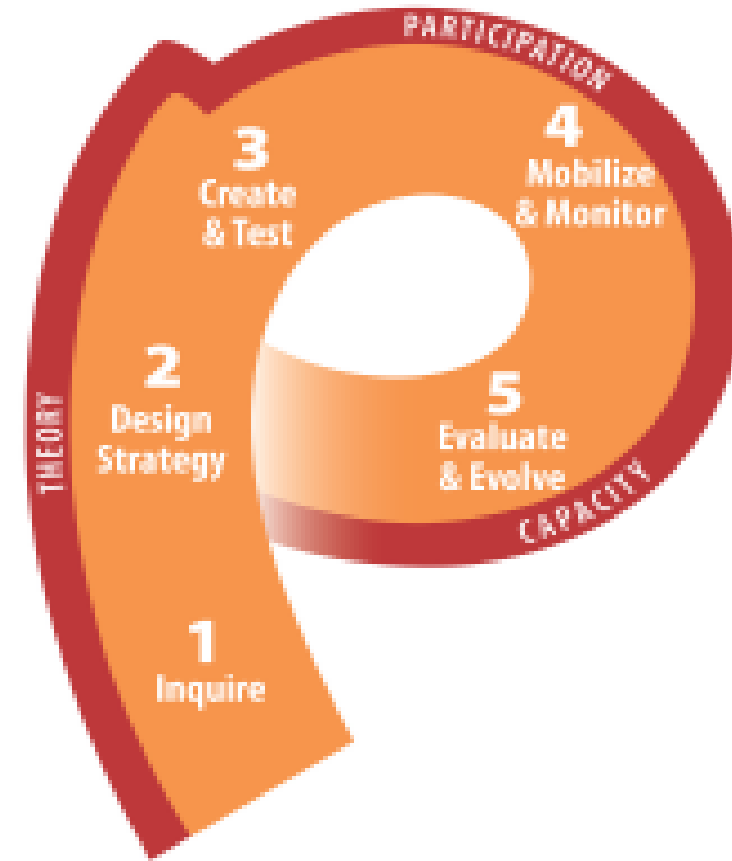
Framework as a Tool





Strategic Planning Process

- Follow a process which imparts educational information, motivation, and life skills through established communication channels to foster positive behavioral change.



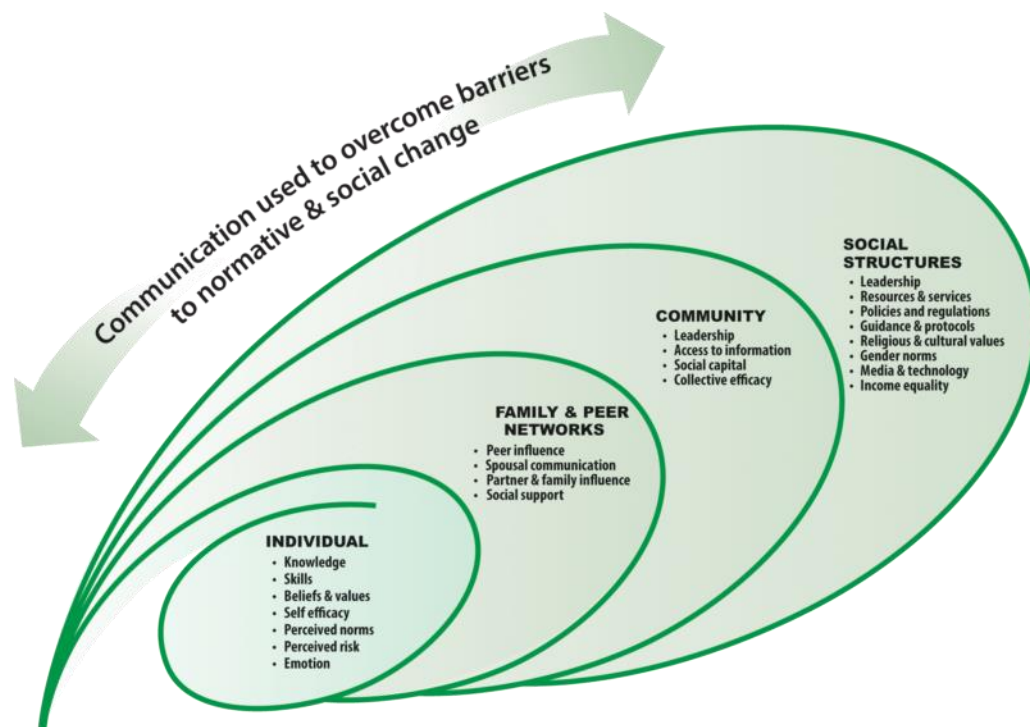
P Process

Source: JHU/CCP

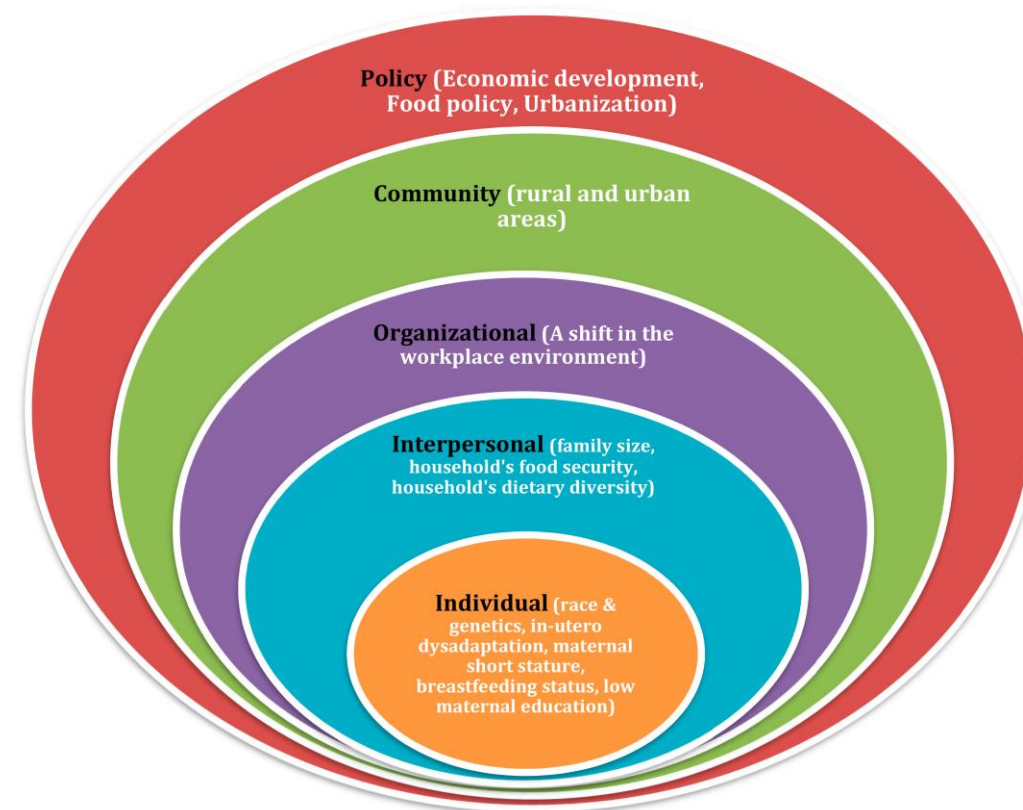




Socio-ecological model



Social Ecological Model for One Community



Source: JHU/CCP





7 Cs of Communication

Influential People

- Mobilize Communities
- Strengthen Programs
- Build Capacity
- Generate Resources

Communication

Service Providers

- Promote image and trust
- Coordinate communication and service activities to enhance customers' opportunities for action
- Train providers to become effective communicators

Seven Cs of Communication

Clients

Steps to Behavior Change

Consistency counts

(Create confidence to speak out)

5. Advocacy

Call to action

4. Practice

Convey a benefit

3. Intention

Cater to heart & head
Create trust

2. Approval

Clarify the message
Command attention

1. Knowledge

Feedback

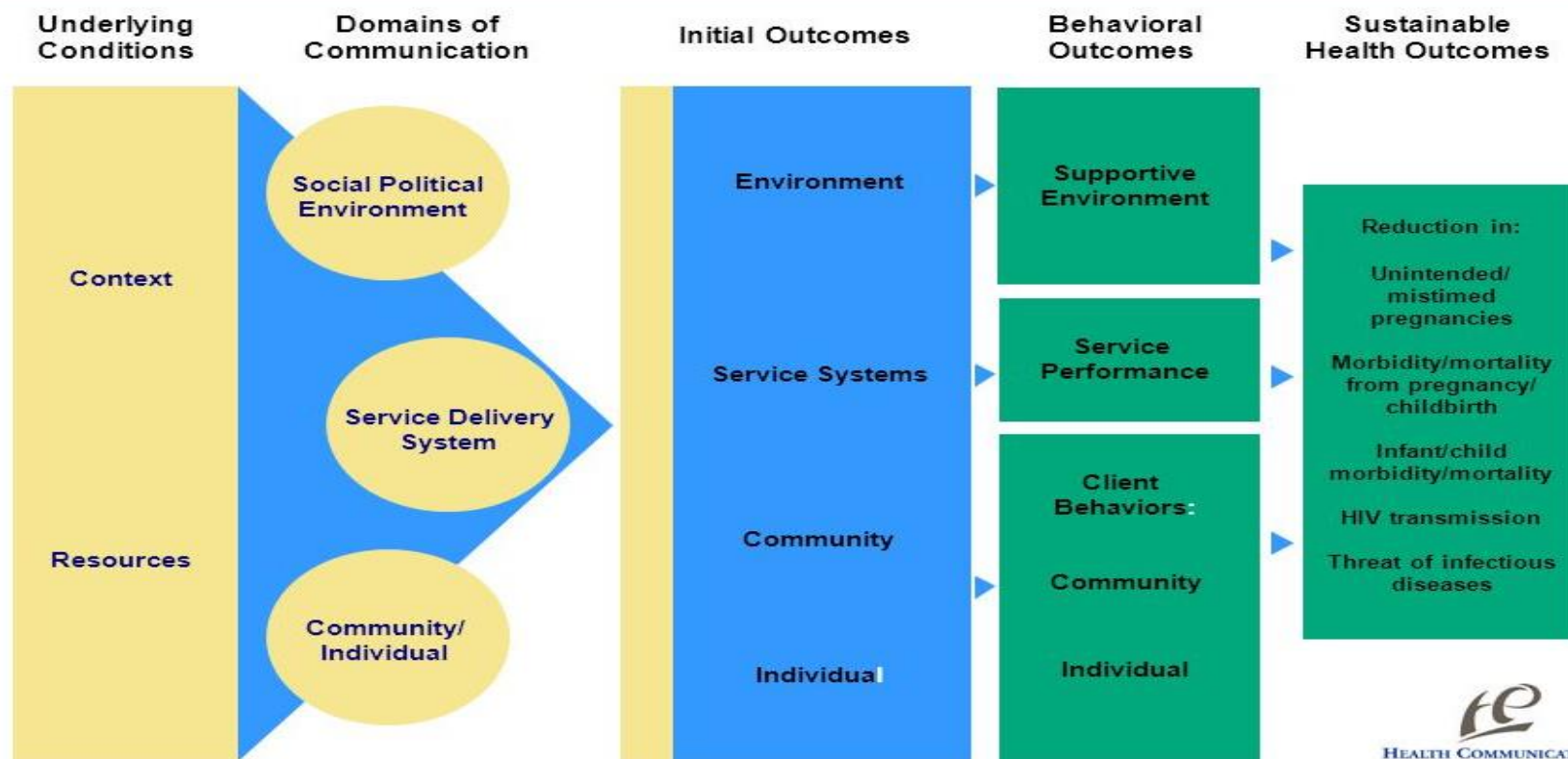
Source: JHU/CCP





Framework of Pathways Model

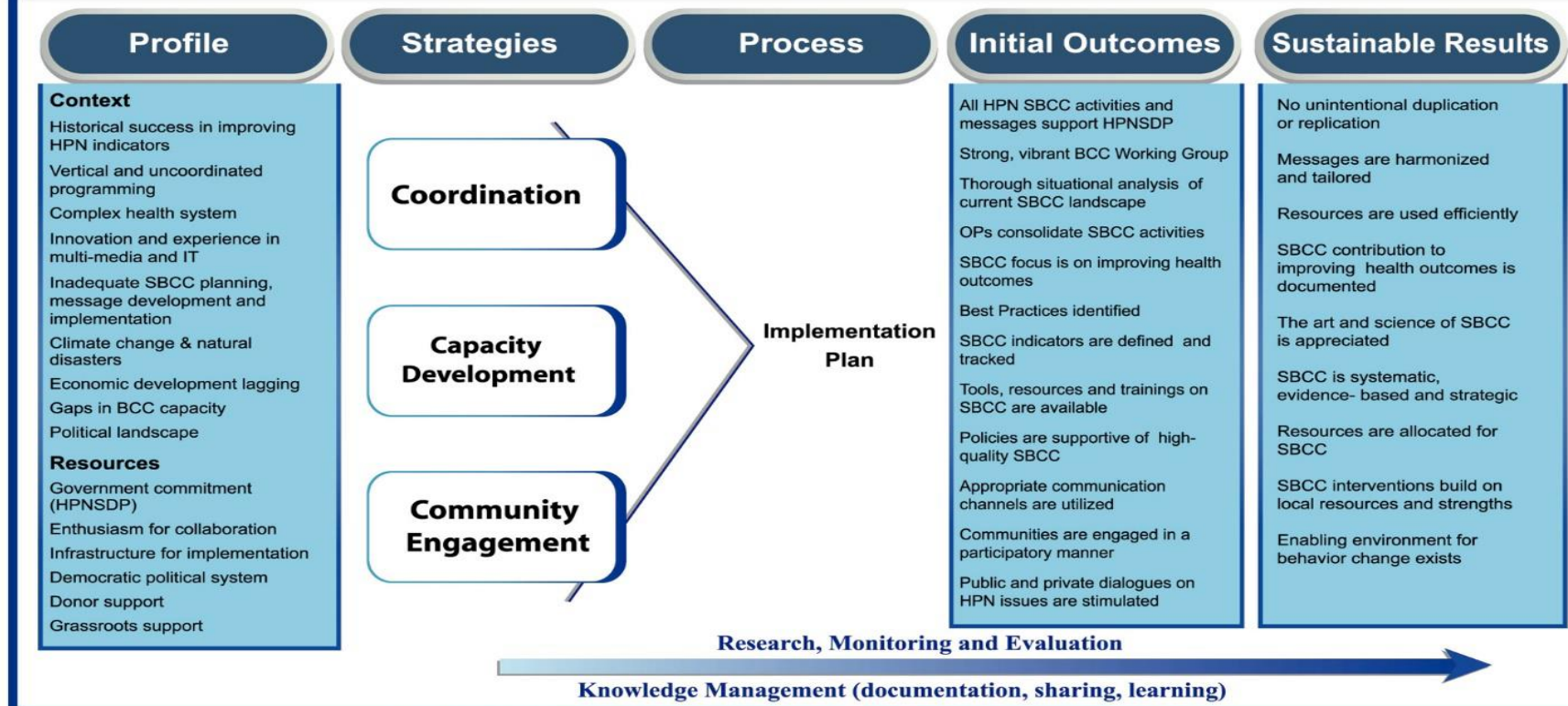
Pathways to a Health Competent Society Conceptual Framework -- At a glance





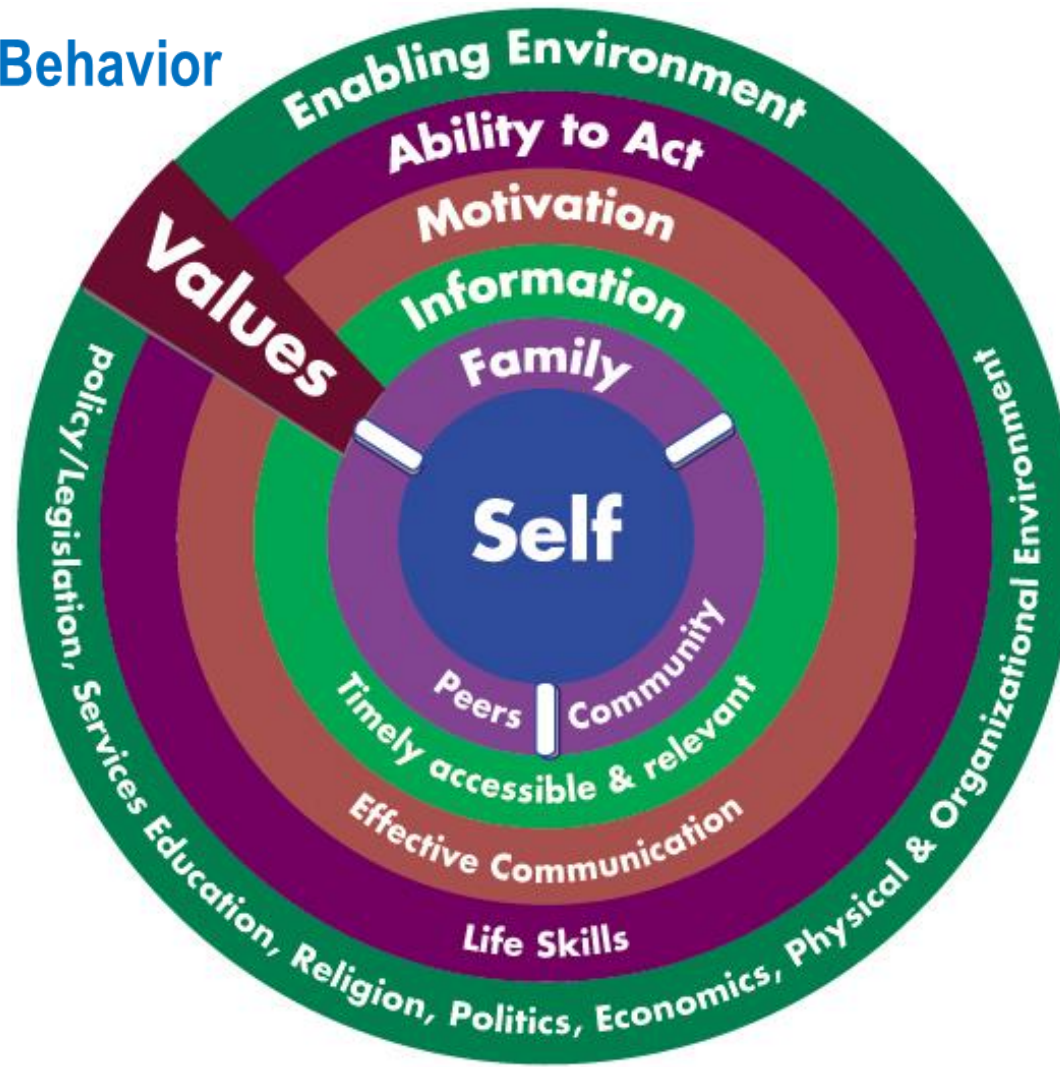
Pathways to Effective HPN SBCC

Vision: In Bangladesh, coordinated and audience-centered social and behavior change communication (SBCC) improves knowledge, attitudes and practices for health population and nutrition through a multi-sectoral approach, a skilled workforce at all levels, and the use of appropriate communication technology.





Involving People, Evolving Behavior



Source: JHU/CCP





Why Strategic Planning

An effective communication strategy helps to:

- Increase impact of a communication program
- Use time, people and resources more efficiently
- Utilize opportunities
- Prevent potential problems
- Increases impact on behavior and social change.





Conclusion

- Begin with a vision.
- Plan your programs and interventions strategically.
- Frameworks are tools; Use an existing framework or create your own.





The future is not some place we are going, but one we are creating. The paths are not to be found, but made.

The path that we create – first be in the mind, next in will, then in action.





**SOLVE PROBLEMS
IN STAGES.**

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