CTP PI Session 2

Playbook
SWOT Analysis
Why this project, why now?

**Strengths**
- Project attributes that align to the org?
- What resonates with executives?
- What resonates with your team?

**Weaknesses**
- How does the problem put the org at risk?
- What about this project will be hard to do? Culturally, politically, structurally?

**Opportunities**
- Why this project and why now?
- What will the potential benefits be?

**Threats**
- If we don’t act, what is the impact?
SWOT Analysis
Why this project, why now?

**Strengths**

**Opportunities**

**Weaknesses**

**Threats**

*uchealth*
Elevator Pitch Template

1. What is the project you are proposing? What problem will be solved by this project? (Problem Statement)

2. Why is this important? Why do it now? What will happen if you do nothing? (SWOT elements)

3. What is the vision for the future? Wouldn’t it be great if.... (inspirational)

4. What is your ask?
Stakeholder Analysis

Who?
- Who are your potential allies?
- Who might resist this idea?

Level of Support Anticipated?
- Supportive
- Neutral
- Not Supportive

Why?
- What drives their level of support?
- What is in it for them?
- What concerns might they have?

Talking Points
- What points will you include when you speak with them?
<table>
<thead>
<tr>
<th>COMPONENTS OF AN INSPIRING VISION</th>
<th>EXAMPLES</th>
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<tbody>
<tr>
<td>Reflects a High Standard of Performance</td>
<td>“We deliver our customers’ packages by 10:00 a.m. the next day or they’ll get their money back.”</td>
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<tr>
<td>Describes a Unique Attribute</td>
<td>“We are known throughout the company as the most service-oriented, responsive department.”</td>
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<td>Represents Future Accomplishments</td>
<td>“In three years, we will have offices in New York, Milan, and Tokyo.”</td>
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<td>Conjures Up an Image or Picture</td>
<td>“Our customers will come crashing down our doors, phone lines and social networking portals by the thousands like the running of the bulls in Pamplona, Spain.”</td>
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<td>Presents a Unifying Theme</td>
<td>“We own our company. Responsibility for decisions will be ours, from the moment they are made through implementation.”</td>
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<td>Appeals to Shared Values</td>
<td>“People can count on us to fulfill the promise of quality and integrity.”</td>
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Stakeholder Analysis: Identify whom you need support from to do your project
/ Communication Plan: Get approval, generate awareness and desire

<table>
<thead>
<tr>
<th>Key Stakeholder</th>
<th>Role*</th>
<th>Level of Support Anticipated</th>
<th>Reason for Support or Not Support</th>
<th>Talking Points / Key Message</th>
<th>Method of Communication</th>
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*Roles: Approver, Inform, Consult, Recruit to Team

Method: Meet 1:1, email, meeting, other(specify)