

Trying Boldly and Trying Again

Use this worksheet to help you decide where to experiment with your marketing and communications.



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Take a look at the chart on the next page. Pick three different communications activities or projects.

1. Fill in the middle column first, with what you are doing now.
2. Fill in the left hand column next, which would be an experiment in dialing that work back to what might be considered a “lean” approach, or just enough to get by.
3. Fill in the column on the far right next, which would be a bold break away from what you do now or a big leap forward.
4. Once you have all nine blocks filled in with your variations on three activities or projects, choose one of the three to “play it safe,” one to “dial it back” and one to “break away or leap forward.”
5. Think about why you made the choices you did. What does that tell you about your next move? What would it take to follow through on these choices? What might you learn in the process?

Examples:

<i>Step 2:</i> What or How We Could Make It Lean (e.g., Dialing It Back)	<i>Step 1:</i> What or How We Do It Now (e.g., Playing It Safe)	<i>Step 3:</i> What or How We Could Be Bold (e.g., Breaking Away and Leaping Forward)
Only send 3 articles in each monthly newsletter and everything else goes on social media only.	Send a monthly e-newsletter with 8 or 9 articles.	Go to a weekly e-news with no more than 3 articles each edition.
Just pick two or three target audiences and do everything for them and not worry about the rest.	Try to talk to everyone in all of our channels all the time.	Start segmenting our email list for most email we send and pick one main target audience for each social media channel we use.

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