## **Strategic Communications Plan Worksheet**

| Defensive<br>Programs | Goal 1 | Goal 2 | Goal 3 | Decision-<br>maker | Influencer<br>#1 | Influencer<br>#2 | Influencer<br>#3 | Message Point #1 | Message Point #2 | Message Point #3 |
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| Offensive<br>Programs |        |        |        |                    |                  |                  |                  |                  |                  |                  |
| Programs              |        |        |        |                    |                  |                  |                  |                  |                  |                  |
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