



**BE  
REALISTIC!**

**6.**

**WHAT ARE 3-5  
MEASURABLE  
OBJECTIVES?**

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**THINK MEASUREMENT!**

**7.**

**WHAT ARE 3-5  
ACTIONS/TACTICS FOR  
EACH OBJECTIVE?**

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**8.**

**WHAT IS THE TIMELINE  
FOR IMPLEMENTATION?**

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**9.**

**WHAT IS YOUR BUDGET  
ESTIMATE?**

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**MEASURE,  
ADJUST AND  
REFINE!**

**10.**

**HOW WIL YOU  
MEASURE SUCCESS?**

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**MEASUREMENT IS A KEY COMPONENT  
OF COMMUNICATIONS**