

STEP 6

CONTINUOUSLY COMMUNICATE

OVERVIEW

The strategy and operational plans can only effect impact and provide traction for strategic pillars on the white space if they are understood and adopted by your key stakeholders of board, donors, partners, providers, and the patient community.

In order to remain engaged, each stakeholder group will require periodic and regular refreshes of the strategy and operational achievements against it.

This section describes how to formulate and execute an effective communications plan including desired outcomes, targets, messages, and channels.

Without good communications to your key stakeholders, you will not be able to align and support partners and investors to achieve your strategic goals.

Three Key Success Factors

1

Known desired outcomes for each stakeholder group

A proactive schedule of communications is fundamental to eliciting continued support from our stakeholders. The design process starts with identifying what outcomes are required from each group. For instance:

The board will need to know that initiatives are on-time, on budget, and appropriately resourced

Patients need hope from progress reports on both innovations in current care and how their participation is contributing to a future cure

AMC partners will want technical updates on status of databases, tissue banks, esoteric assays in development, etc.

Investors may need to hear about near-term wins to maintain confidence and preserve commitment

Three Key Success Factors continued

2

Stakeholder appropriate messages and channels

Clear, simple, impactful materials delivered through multichannel marketing of video, blog, social media platforms, podcasts, and traditional slide presentations will all be required to create a sticky strategy.

The downloadable case example of the Multiple Myeloma Research Foundation communications deck provides an example of the level of clarity required for board and donor communications.

3

Consensus meetings (as appropriate)

Your pillars may require a partnered approach with for instance biopharma companies and academic medical centers to close the gap in translational research between grants and clinical research programs.

Should this be the case, it will be necessary to periodically (i.e., yearly) convene stakeholders for a 1-2 days in order to drill down to consensus on priorities, roles, precompetitive funding, etc.