**STRATEGIC STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 3: ACTIVITY 1**

**PAIRED ACTIVITY**

**Crafting a message**

Working in pairs, decide on a stakeholder engagement outcome you would like to achieve (the end). Craft a communication message to meet that outcome.

Check it against the criteria in Chapter 3.1 in the study guide and revise as necessary.

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Review of communication message based on the following criteria:

* Clear
* Consistent
* Targeted
* Compelling
* Persuasive
* Powerful