**STRATEGIC STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 3: ACTIVITY 2**

**PAIRED ACTIVITY**

**Adapting messaging**

Take the message that you crafted in Activity 1 and rewrite for the targeted stakeholder groups.

Critically review what changes you made to the message and why.

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| **PARTNER** |
| **COLLABORATE** |
| **INVOLVE** |
| **ENGAGE** |
| **INFORM** |