

# Benefits- by-Audience Mapping Tool

## **WHY USE THIS TOOL:**

At the end of the day, the only way your project will generate employee support is if you can show a true benefit to them. Use this tool to hone in on what benefits you'll deliver.

## **HOW TO USE THIS TOOL:**

1. Gather your team and complete slide #2 by listing out the Project Benefits by company audience. (NOTE: it's often easier to do this up on a white board...)
2. After all audiences have been mapped out, start to look for patterns or common themes of benefits among each audience group. Underline or circle the Top 3 Benefits.
3. Then, insert these Top 3 Benefits on Slide #3 and ask yourselves if these tie to any stated KPIs or business goals – either linked to the project or to the organization as a whole.
4. Finally, flip to Slide #4 to see if you can really push your team to develop one “Single Sentence” for each Target Audience – that one, single, most-compelling reason “why” they should commit to this project! Then, use this language and detail in your communications moving forward! This is the real business reason people should stand up and take notice of all the work you're doing!

# 1) List Project Benefits by Audience

AUDIENCES:	PROJECT BENEFITS: When your project is a success, what will life be like for these audiences below? How will their job improve / get easier / etc.? List as many benefits as you can think of...
<b>Affected Function or Department Leaders:</b>	<ul style="list-style-type: none"> <li>• If, example, you're implementing an HR change, put benefits to the HR Leaders and/or Managers here... Or if you're implementing a Finance platform, insert the benefits to Finance Leaders/Managers here...</li> </ul>
<b>Affected Function or Department Employees:</b>	<ul style="list-style-type: none"> <li>• Same example: if you're implementing an HR change, put benefits to the HR Employees here... If you're implementing a Finance platform, insert benefits to Finance employees here...</li> </ul>
<b>Senior Leaders:</b>	<ul style="list-style-type: none"> <li>• Now, look to the broader organization: how will your project benefit Senior Leaders as a whole?</li> </ul>
<b>Managers:</b>	<ul style="list-style-type: none"> <li>• What about benefits to general Managers across the company?</li> </ul>
<b>Employees (Office):</b>	<ul style="list-style-type: none"> <li>• How about employees who work in the corporate or office setting?</li> </ul>
<b>Employees (Field):</b>	<ul style="list-style-type: none"> <li>• How about employees who remotely or out in the field?</li> </ul>
<b>Employees (Plant):</b>	<ul style="list-style-type: none"> <li>• And employees who work in your plants or manufacturing locations?</li> </ul>
<b>External Channel Partners:</b>	<ul style="list-style-type: none"> <li>• Any benefits for External Channel Partners?</li> </ul>
<b>External Vendors:</b>	<ul style="list-style-type: none"> <li>• Or External Vendors?</li> </ul>
<b>External Customers:</b>	<ul style="list-style-type: none"> <li>• Or Customers?</li> </ul>
<b>Other?</b>	<ul style="list-style-type: none"> <li>• Any other benefits to any other audiences?</li> </ul>

## 2) Tie Benefits to Business Value

AUDIENCES:	TOP 3 BENEFITS:	BUSINESS TIE: How do your Benefits relate back to a broader project or organizational goal?
<b>Affected Function or Department Leaders:</b>	As a team, choose the Top 3 Benefits for each audience (from Slide #2); insert them in this area	Brainstorm how the Top 3 Benefits align with a broader project or business goal. List those here & repeat for the remainder of your audiences...
<b>Affected Function or Department Employees:</b>		
<b>Senior Leaders:</b>		
<b>Managers:</b>		
<b>Employees (Office):</b>		
<b>Employees (Field):</b>		
<b>Employees (Plant):</b>		
<b>External Channel Partners:</b>		
<b>External Vendors:</b>		
<b>External Customers:</b>		
<b>Other?</b>		

# 3) The Single Sentence

AUDIENCES:	THE SINGLE SENTENCE: Based on the messaging identified on Slide 3, see if you can focus your messaging to one “Single Sentence” that capture the core benefit and result for each audience!
Affected Function or Department Leaders:	As a team, keep zeroing in on the one, core rallying cry for each audience – really push yourselves to find a great reason “why” each target would want to get behind your project!
Affected Function or Department Employees:	
Senior Leaders:	
Managers:	
Employees (Office):	
Employees (Field):	
Employees (Plant):	
External Channel Partners:	
External Vendors:	
External Customers:	
Other?	