Our Audiences – Our Story

## Internal (Government) Audiences

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| **Audience** | **What do they care about?** | **How do we impact them?** | **What do they want from us?** | **What do we want from them?** | **Challenge** | **Opportunity/ Focus areas** | **Key Message** |
| **Example:**  **GAO** | Compliance, risk mitigation, efficiency, minimizing waste | Our work should support their goals, but our pilots are expensive and risky so will draw their attention. | Visibility into: ecosystem, migrations, costs, governance, vision | We want them to endorse/enforce our framework.  We want them to do research/  reporting that strengthens our position. | Oversight may take time away from priorities; criticisms could detract from long term vision. | Focus on our comprehensive approach, governance, playbook, and the maturity model | We are building the foundation for transformational change that will lower risk and cost and enhance compliance. |

## External Audiences

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| **Audience** | **What do they care about?** | **How do we impact them?** | **What do they want from us?** | **What do we want them to think/do?** | **Challenge** | **Opportunity** | **Key Message** |
| **Example: General Public** | Good stewardship of taxpayer dollars, positive interactions with government | Improve interactions with government, save taxpayer dollars for mission | * Efficient government * Better services * Secure and transparent government | We want them to have a positive/  improved view of government management. | Message unlikely to penetrate/  prevail over the existing view of government operations | Could leverage stories about impact on citizens of improved services. Focus on cost savings and security. | We are driving transformational change in government management that will benefit the taxpayer and make government more efficient. |

The Story Continuum

Trade Media

GAO/IG

Providers

Industry

Customer Agencies

Congress

General Public

**Government Story (Insider/Micro)**

(More effective services, more resources for the mission, innovation, reduced risk of failure, impacts on specific community)

**Taxpayer Story (Outsider/Macro)**

(Better use of tax dollars, maximize the value of taxpayers get from their government, better infrastructure, stronger communities)

Incoming Political Appointees

Government Councils