

Build understanding that moves work.

Connect policy priorities, stakeholder concerns, and operational realities through clear briefings and purposeful engagement.

WHEN TO ENGAGE

A policy issue, public-sector initiative, or complex partnership involves people with different responsibilities and priorities. Progress depends on shared understanding.

01 Frame the issue

Define the decision at hand, the operational implications, and the questions that need a clear answer.

02 Map the stakeholders

Identify relevant roles, concerns, and decision processes to focus engagement where it is useful.

03 Prepare the discussion

Develop concise issue briefings and talking points grounded in the initiative and its practical implications.

04 Coordinate the follow-through

Capture open questions, responsibilities, and next steps so engagement supports continued progress.

WHAT THE WORK CAN PRODUCE

A stakeholder map, an issue brief, a focused engagement plan, and coordinated next steps.

A useful starting question

Who needs to understand what before this initiative can move forward?