

DECI-2

Developing Evaluation & Communication
Capacity for Information Society Research

Research Communication:
**Step 9 Module: Implementation of the
Strategy**



ResCom Steps 12 adjusted to match UFE

1. Organizational readiness assessment.
2. Communication team readiness assessment.
3. Stakeholder analysis.
4. Situational analysis.
5. Defining communication purposes.
6. Defining communication objectives.
7. Methods and media.
8. Field testing.
9. **Implementation of strategy.**
10. Assess effectiveness.
11. Institutionalization of ResCom.
12. Tell the story.

Implementing the strategy

- Keep a focus on the different **intentions of each intervention**
- Be open to adjustments in timing, in media combinations, in choice of intermediaries.
- Be ready to respond rapidly to policy windows that may open.
- Changes in intention by project management; pressures from donors; are all common and can challenge the focus of a strategy.
- Feedback loops may inform future adjustments and provide inputs to M&E.
- Seek complementarity among **the different communication functions** but do not confuse their intent.

Module summary

Implementing the strategy:

A communication strategy is like a travel plan for a marine voyage: you chart your course but as the wind changes, you need to adjust the sails.

At the beginning you may know about the prevailing winds, but the weather is unpredictable.

