

## Trust-Building Roadmap 2019

Project Name: Planner's Name:
Project Overview (Size, Scope, Partners Involved, Procedural Requirements, etc):

### PART I – Identify Proactive Methods for Building Trust

Present Reality with Candor	Create Parity with Audience	Be A Capable, Reputable Partner	Deliver the Goods, Prep

### PART II – Identify Personas that Warrant Special Consideration, Methods to Effectively Engage

Persona	Ways to Effectively Engage Persona During This Project
Factless Freddie	
Single-Issue Sally	
Nostalgic Nate	
Fiscal Francie	
Governance Gus	
Gadsden Gabbie	

**PART III – Implement Your Methods in PARTS I and II on a Timeline**

<b>Pre-Planning</b>
<b>Approvals/Engagement</b>
<b>Project Implementation</b>
<b>Post-Project</b>

