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| **Stakeholder / Audience:** |
| 1. What is the future we want to create with this stakeholder?
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| 1. What is important to them?
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| 1. What does the group need from them?
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| 1. How will the work of this project help them with what’s important to them?
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| 1. How can I (or others) more clearly communicate the connection between the project and what's important to them?
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| 1. How can I (or others) modify what we're doing to more fully connect the work to what's important to them?
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| 1. Potential Message
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