



TOOLS

Goal Statement

Framing the strategic purpose

FOCUS COMPONENT
OF YOUR TEAM
ENGAGEMENT STRATEGY

WHAT I NEED TO DO TO BE SUCCESSFUL AT THIS COMPONENT (TASKS)

GAPS AND ROADBLOCKS FACED IN ACCOMPLISHING THE TASKS ABOVE

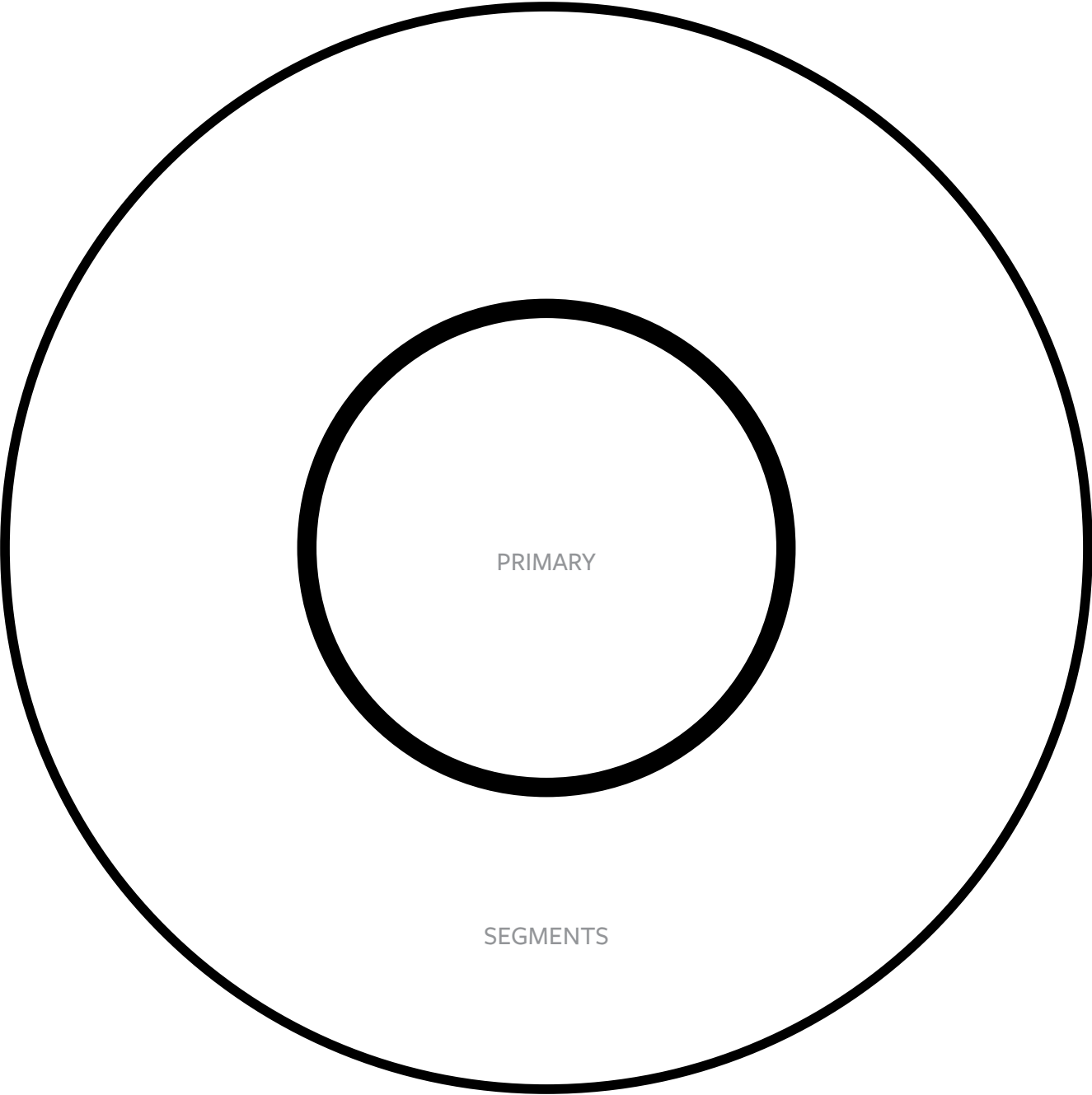
OPPORTUNITIES TO EXPAND REACH AND/OR ACCELERATE THE TIMEFRAME

**MEDIA STRATEGY
GOAL STATEMENT**

Reflecting on the above tasks, as well as the gaps, roadblocks, and opportunities, express what you'd like to accomplish in the form of a Goal statement:

Target Map

Finding a focus



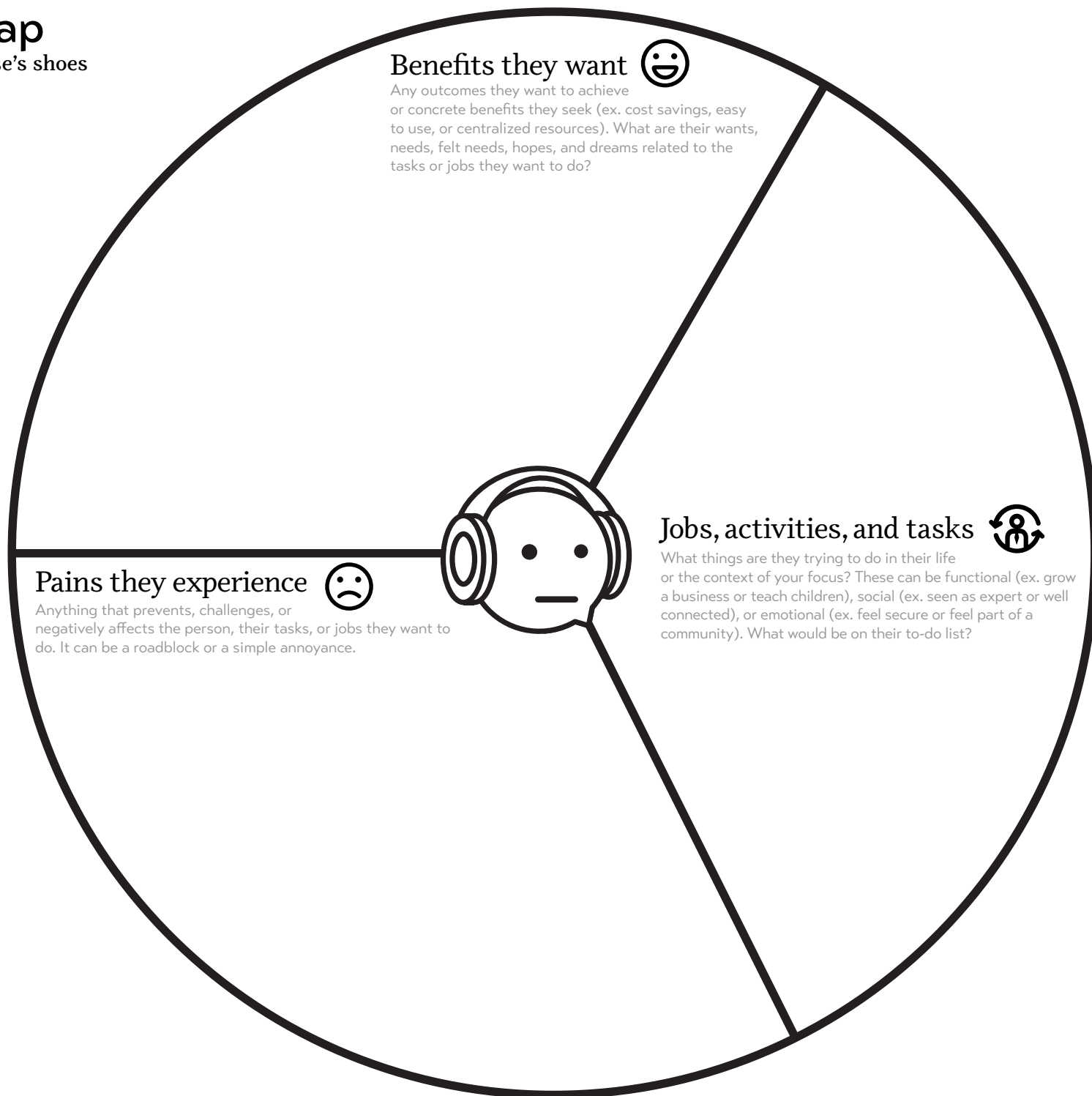
PRIMARY

SEGMENTS

IDEAS

Empathy Map

Walking in someone else's shoes



Humanizing our target audience



NAME
Insert a fictitious person's name

Gender Age Ethnicity

..... Marital status Number of children

Language

Religion

Education

Occupation _____ Income _____

Specific location (i.e., country, city, area) + context (i.e., urban or village)

QUOTE: Use a real quote or one that represents the target group

WORLDVIEW: Beliefs, attitudes, culture, rites, rituals, social, political, spiritual, etc.

BRIDGES + BARRIERS: Opportunities and obstacles for sharing the gospel

TECHNOLOGY USE: Access, proficiency, preferences, and habits related to technology

My influences.....

My preferred media

My preferred devices

WAYS TO CONTACT ME: Digital and non-digital communication preferences and requirements

JOB, ACTIVITIES, AND TASKS: What are they trying to do?

PAINS: Fears, frustration, anxieties

BENEFITS: Wants, needs, hopes, dreams

Point of View Statement

Stating the audience perspective

Name of your target group (ex. farmers or college students)

need a way to

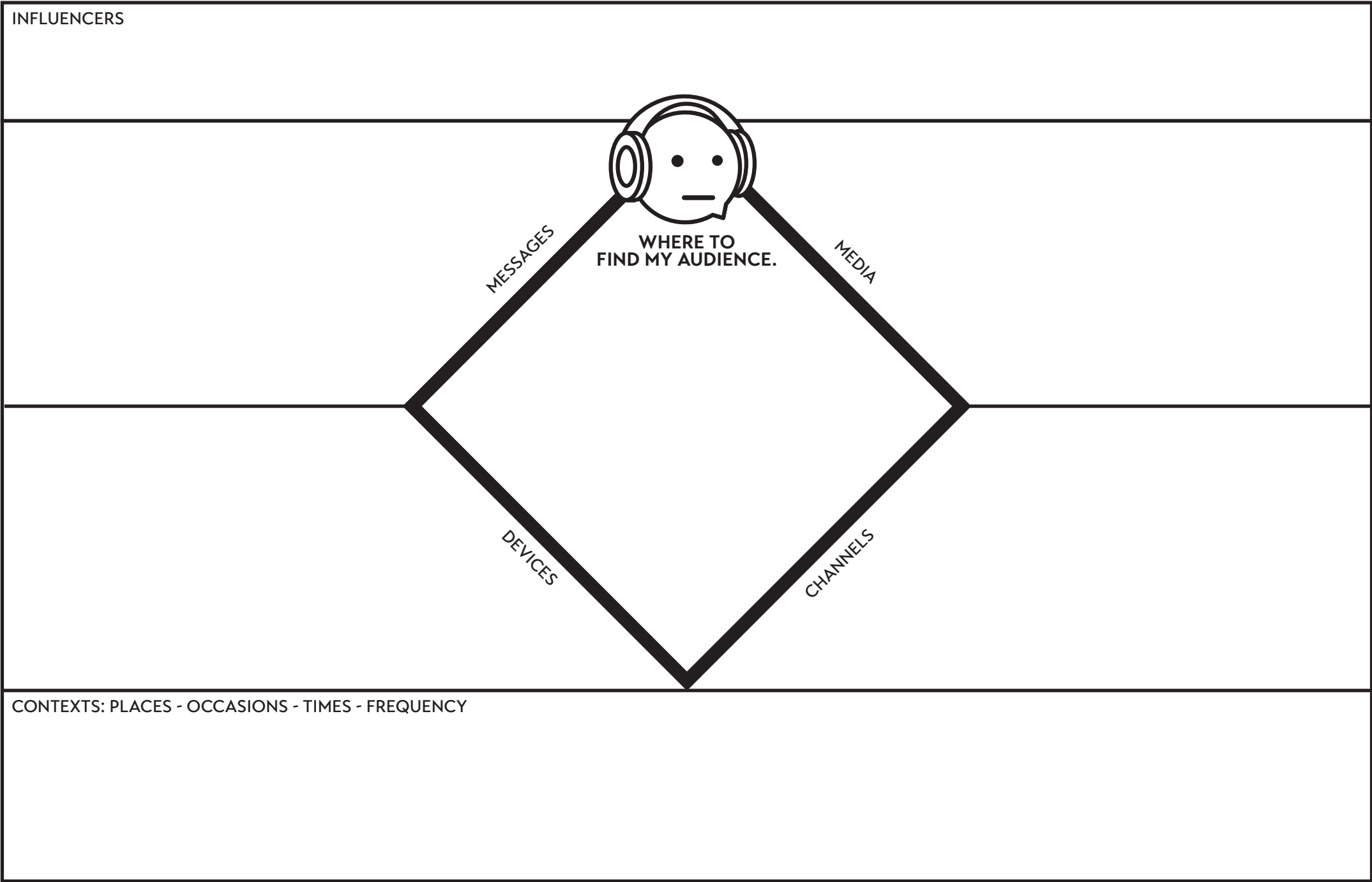
Name a targeted task or need (ex. share training with others in their community or plan their career path)

because

Name a key insight you discovered (ex. they lack confidence or they come from impoverished homes)

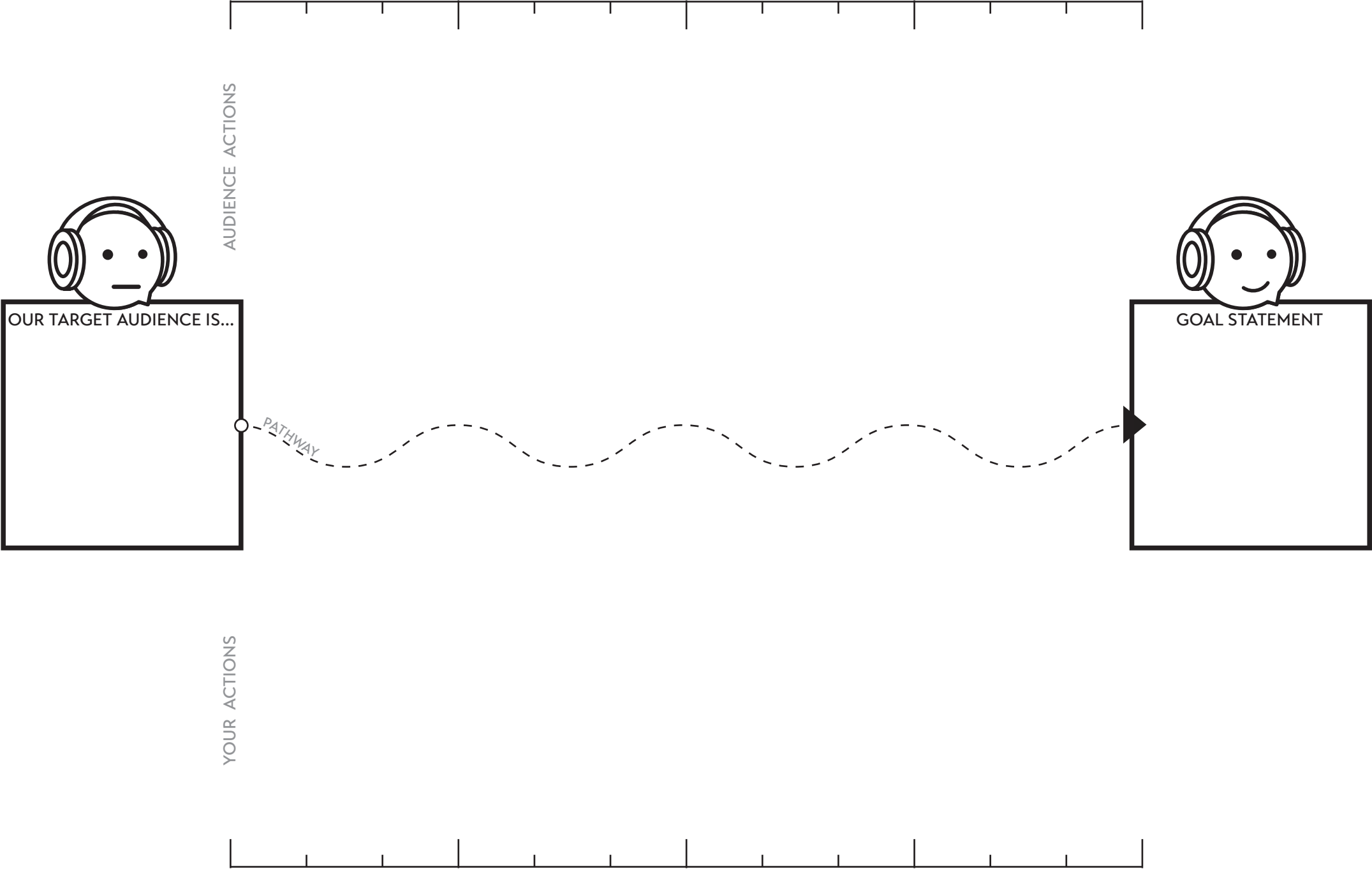
Landscape Map

Discovering media habits and preferences



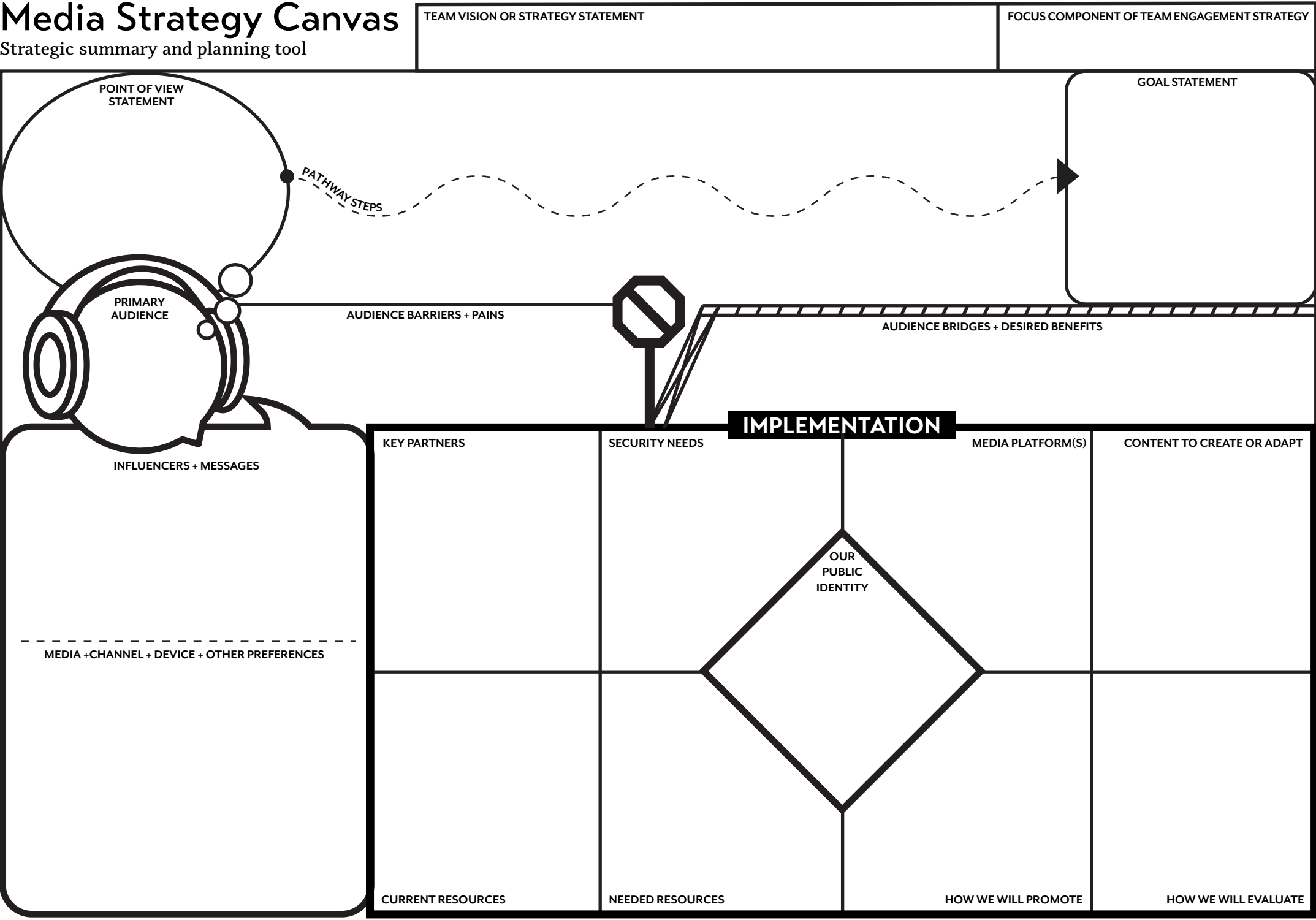
Pathway Tool

Creating a path to the goal



Media Strategy Canvas

Strategic summary and planning tool



Our prayer is that you and your team will be blessed by this resource and see your engagement strategy increase reach and effectiveness for the Kingdom.

FIND MORE HELP

This resource was developed and made available by MX Labs. [Visit our Sharepoint site](#) (Search “Media Engagement” in O365 online) for related resources, links, and support.