__Issues Identification & Management__ is a proactive method of mitigating and managing reputation or business issues before they snowball into a crisis. This template serves as a guide on how to think through the process from a strategy and planning perspective.

Sola Abulu & Associates (SA&A) Issues Management Strategy & Planning Template												
STRATEGY								**PLAN**				
1	2	3	4	5	6	7	8	9	10	11	12	13
Name and Description of the Issue	**Business or Strategic Objective**	**Audience & Stakeholder Groups**	**Audience & Stakeholder Interest and Issues**	**What we NEED the Stakeholder to Know & Do**	**How we WANT the Stakeholder to Feel**	**Desired Outcome**	**Key Performance Indicators**	**Proposed Messaging to the Stakeholder**	**Proposed Spokesperson to Deliver the Message**	**Tools & Platform**	**Time & Sequence**	**Feedback & Improvement**
Describe the issue and provide contextual background as to significance, potential risk and impact to the business, brand, entity, interests, and other key stakeholders	What is the core objective about this issue? What does this issue have a potentially negative or positive impact on?	Which stakeholders are most interested, active and influential on this issue and why? Prioritise them according to nature of interest in and influence over the issue?	Segment the stakeholders according to interest and influence a Audiences are groups of people you need to communicate with or inform. Stakeholders are those you need to engage with proactively or reactively depending on the level of interest and influence in this issue	Specify what you would want each stakeholder to know and do and why	Think about how this stakeholder would like to be engaged and what is ethically required to make them feel like their interests have been considered on this issue. (Stakeholder engagement is primarily about respect and recognition. You should not go against your core values and ethics to please a stakeholder)	What does success look like? In terms of each stakeholder or audience groups and with respect to the mitigation, management, resolution, or de-escalation of the issue	What are the metrics that would indicate we have achieved our goals in tangible and measurable terms. These metrics should be linked to point 7	Based on the stakeholder analysis, how do you **ethically** engage with each of the identified stakeholder groups? To achieve desired objectives How do you ensure effectiveness, credibility and consistency of messaging? What are the key messages and proof-points? What is your messaging strategy? What should be in the content? What kind of tone should you adopt?	Based on your stakeholder analysis and desired outcomes, who is the best voice or spokesperson to deliver this message on behalf of the entity or organization?	Where is the best place to engage with each stakeholder, should communication be written or oral? Do you need to explain with visual content? Consider all relevant platforms including traditional media, special events, meetings, roundtables etc	Consider best time to engage each stakeholder and sequence dates based on priority ranking of stakeholder against the issue and other relevant events	Include a feedback process, test messaging, refine and improve subsequent communication based on feedback received