

Findings and Foundation	Guiding Focus	Action Plan
<b>Business needs and working environment</b>	<b>Content strategy statement</b>	<b>Who</b>
High-stakes challenge		
Strengths		
Weaknesses		
Opportunities	<b>Content strategy vision</b>	<b>What</b>
Threats		
<b>Audience needs and environment</b>		
(in relation to high-stakes challenge)		
Target audience/persona:		
Goals and needs	<b>Guiding principles</b>	<b>When</b>
Challenges and pain points		
Opportunities		
Threats		
<b>Content considerations</b>	<b>Rationale</b>	<b>References and resources</b>
(in relation to audience needs and high-stakes challenge)		
Scope:		
Strengths		
Weaknesses		
Opportunities		
Threats		