



# 2 DAY STRATEGIC COMMUNICATION WORKSHOP



Tentative Schedule  
Naval Postgraduate School

**PDT / EDT**

0800 / 1100

0830 / 1130

0900 / 1200

0930 / 1230

1000 / 1300

1030 / 1330

1100 / 1400

1130 / 1430

1200 / 1500

1230 / 1530

1300 / 1600

1330 / 1630

1400 / 1700

	Day 1	Day 2
	Introductions & Expectations	Takeaways
	<i>BREAK</i>	
	Strategic Communication Overview	Feedback, Metrics and Monitoring
	<i>BREAK</i>	<i>BREAK</i>
	Command Communication SWOT Exercise	Metrics Identification
	<i>BREAK</i>	<i>BREAK</i>
	Strategic Effects & Stakeholder Identification	Developing an SC Capability
	<i>BREAK</i>	<i>BREAK</i>
	Stakeholder Mapping Exercise	SC Action Planning