## Key Considerations for Planning KMb

### What?
- What knowledge are you looking to mobilize?
- What are your intended goals?
- What are your key messages?

### Why?
- Why are you interested in mobilizing this knowledge?
- Are you aiming to educate, inspire, motivate, engage?

### Who?
- Who is involved in sharing the knowledge?
- Who are your partners and who are your champions?
- Who are you sharing this information with?

### How?
- How will you deliver your message to your audience?
- Answering the questions above will help you in determining how to mobilize this knowledge.

### When?
- When do you anticipate mobilizing this knowledge?
- Are there other activities taking place at this time that might influence uptake of this knowledge?

### Measure
- How will you know you’ve achieved your goals?
- What type of indicators will you use to measure efforts?
- What evaluation questions will produce meaningful findings?