

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?