## People-First Communications Services – Decision Stack DRAFT

To make sure that people in BC have the information they need and can trust to build a good life in BC

Connect more people **directly** with the government services they need, when they need them, on the channel they are listening to, with a message they are ready to hear and engage with

To deliberately develop (and listen to) the audience feedback loop between the public and government across all channels (opinion research, correspondence, social listening, etc.) to ensure our choices reflect what people are concerned about day-to-day.

To integrate audience-focused communications services earlier in the planning process for new initiatives so that the public's needs and responses stay upper most in everyone's mind through both decision-making and the 3 Stages<sup>1</sup> of the audiences' journey.

Leverage direct access to people who want and need services as both a research and communications tool, drive it through team leads, and create an ongoing communications feedback loop.

Embrace digital shift to feed online information sources with raw materials for content creation that meets their news-value needs while also meeting our customer service objectives.

Reorient resources bring audiences on the journey with us. **3 Stages of Audience Journey:** Use runway to define the problem. Use events to liftoff the solutions. Use afterburn to make sure people are accessing the benefits

Build audience
expertise by
continuously listening
to our audience and
report back their
concerns and
emotions to the

Put deeply researching needs, solving problems and connecting audiences to solutions over internal self-interests.

Design audience profiles including equity demographics, pain points and potential solutions BEFORE making decisions

Map audience journey to maximize touchpoints with our audiences and build more trust with every new initiative, not less.

Prioritize empowering GCPE team leaders over secrecy – to integrate audiencecentred coms from genesis of initiative to audience satisfaction.

**DPPORTUNITIES** 

VISION

STRATEGY