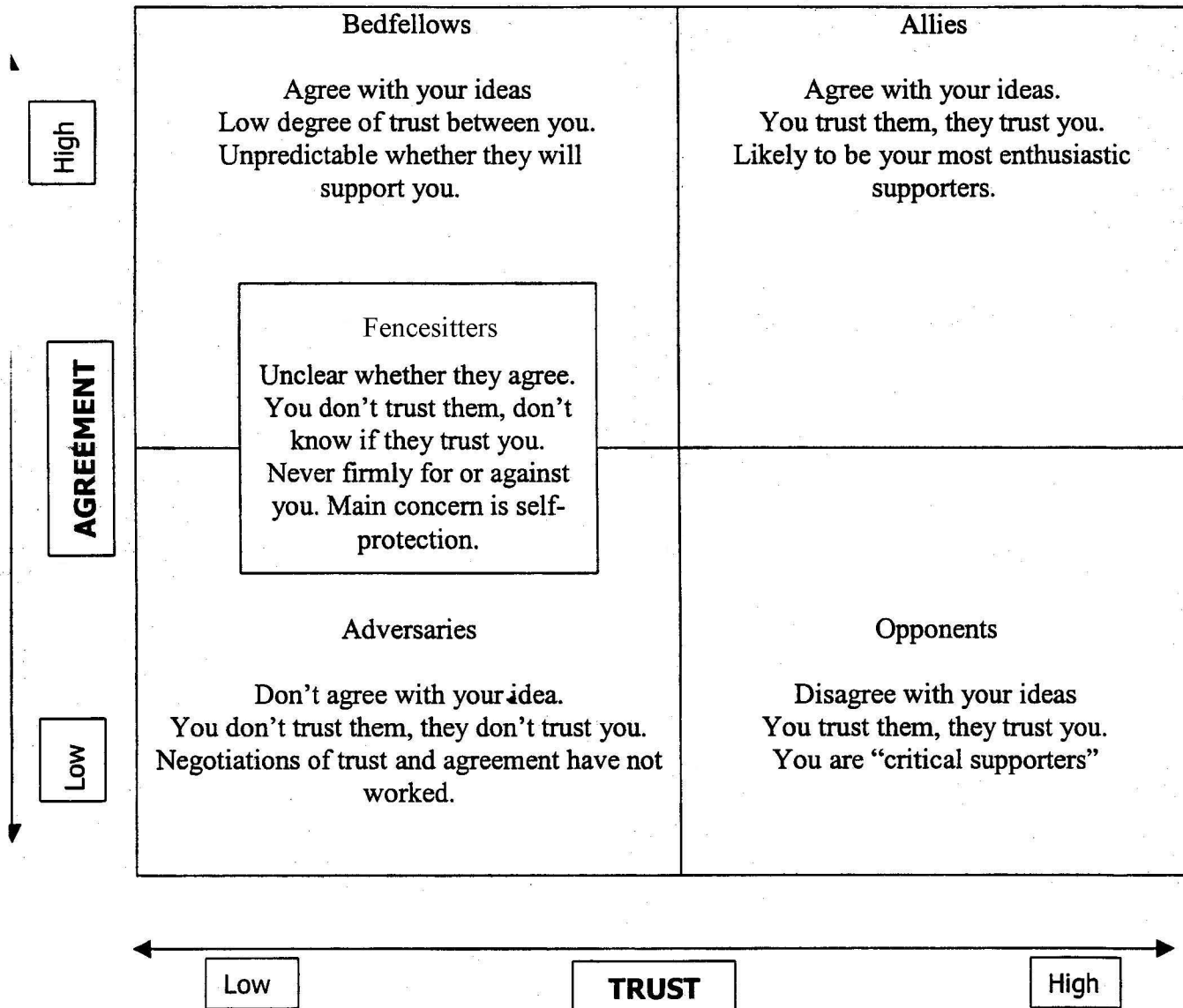


Strategic Communication  
Handout and Overhead

Key Audiences  
Analyzing Your Targets

Strategic Influencing



Source: Tom Leonhardt