

Constructing a powerful narrative to better define an integrated policy approach attracts support for the agenda, additional funding and leads to program sustainability



SHG approach

SHG assessed that the division needed to change how they engaged with decision makers. The message needed to be clearer, stronger and more strategic. Our team worked with the executive to understand their business, key activities and plans. We researched the broader organisational agenda to link the two. We drew the parts together through the development of a cohesive and strategic narrative that told a persuasive story we knew decision makers could not ignore. The narrative was constructed as if a professional pitch and explicitly linked divisional proposals to broader organisational agendas and existing programs. Our brief was supported by a detailed budget submission which provided the detailed evidence in support of the story.

the challenge

This division within a larger organisation faced repeated internal budget cuts placing extreme pressure on their workforce and ability to deliver agreed outputs. They believed in the direction and strength of their policy agenda and plans but were not having the required cut through to decision makers necessary to secure a sustainable funding base.

the results

The narrative developed by SHG not only enabled the executive to convince decision makers of the merit of their approach resulting in an improved funding environment, it reinvigorated internal work flows by refocussing the teams toward a common goal. Better articulation of what they were doing, why they were doing it and how they were doing it, enabled the executive to rally the troops and install a renewed motivation. This had unexpected benefits for divisional output and workforce capacity. Funding has been embedded since the process and greater program certainty has allowed more proactive and effective policy activity with far reaching impacts for the community.

Budget and Resource Advice and Stakeholder Management