

# Effective Web Strategy

Applying the web to a business plan to achieve goals



# Today's Talk

- Why
- Agreement
- Accountability

# Why?



# Klaus



# Turn ideas into meaningful results

Make a difference



# Your Why...

- 2 minutes
- What is your *Why*?
- Examples: Make a difference, create knowledge, relevance, create something new, etc.



# Business *Why*

- Why are we doing this?
- Why do this instead of something else?
- E.g. - create new revenue stream, increase revenue, introduce new product

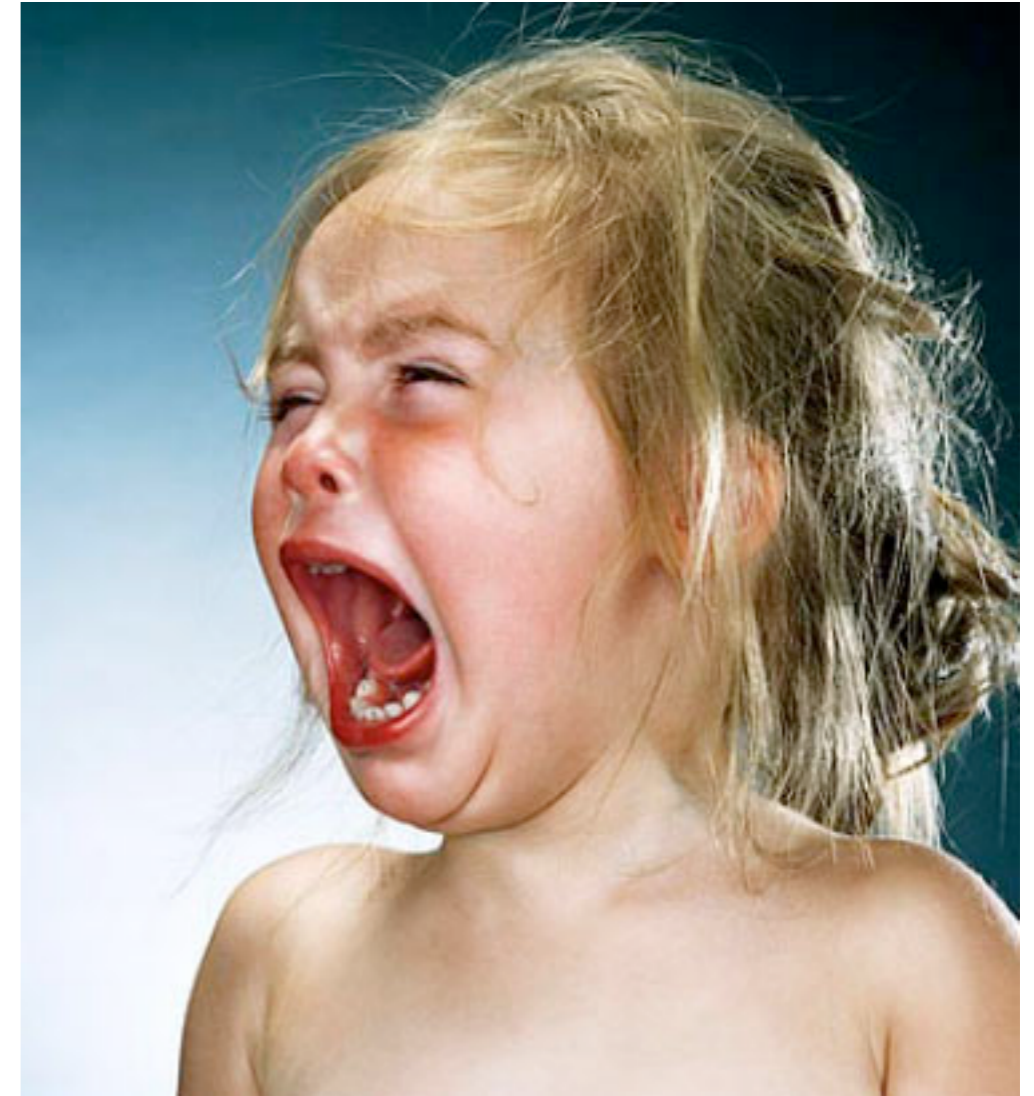
# Audience *Why*

- Why will an audience engage?
- Why do they care?
- Why will this make a difference?
- Why will they choose what we're offering?
- E.g. - gain knowledge, buy at a discount, strengthen their business, enhance customer service



# Ask ?'s

- Be thoughtful & unafraid
- Respectful & Fair
- Tell stories
- Use your experience



# Agreement

- Agree on goals (driven by the Why)
- How to measure results
- What are roles & responsibilities

# Accountability

- I count & you count too...
- Leverage resources (internal/external)
- Make it part of the process

# Web Strategy

Applying the web to a business plan



When you're stuck,  
go back to why...



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