



# Communication Framework: How to get along with your stakeholders

# Agenda

## **Part I Communication Framework**

1. Learning Objectives
2. Communication Framework Introduction
3. A Real Business Story
4. Evening & Executive MBA (EEMBA) Program Business Case
5. Q&A

## **Part II Engage with audience to practice the communication Framework**

1. Audience participation
2. Acknowledgement

# Learning Objectives

## **Learn this communication framework to:**

- Gain general skills and tools to promote understanding and peaceful settlements among stakeholders
- Commit project resources more effectively and efficiently

# Communication Framework

1. What business problem is being solved?
2. Why is it a problem?
3. What does success look like when the problem is solved?
4. What resources are you going to allocate to it?

# **A Business Story**

**Role play the communication framework**

**End result:**

A new call center for a multi-international company

vs.

A dozen KB articles on its ERP system

# EEMBA Business Case

## Q1. What is the business problem:

WSB facing shrinking professional MBA candidate pool.



# EEMBA Business Case

## Q2. Why it is a business problem?

1. A smaller cohort or a lower quality cohort
2. Less revenue generated
3. Less diverse student population in terms of:
  - Professional Experience
  - Educational Background
  - Diversity

→ **Lower EEMBA Program Rank for WSB**

# EEMBA Business Case

## Q3. What does success look like?

EEMBA lead flow success criteria:

1. Cohort size and quality
2. Diversity
3. Revenue

→ WSB EEMBA Rank increase?



# EEMBA Leads Marketing Analysis

## Q4. What resources are you going to allocate to solve it?

- EEMBA Office
- Integrated Marketing and Communications(IMC)
- CRM group



# EEMBA Business Case Solutions

1. GMASS leads purchase from Graduate Management Admission Council (GMAC)
2. Static Advertisements
  - Magazines
  - Bus Stop and Airport in Milwaukee
3. Social Media Advertisements
  - **Facebook**
  - LinkedIn

# EEMBA Business Case Advertisement



Hone your leadership  
with top-tier peers — start  
now with a Wisconsin  
Executive MBA

Business moves fast. Get there ahead of the curve with a premium executive leadership education in the internationally recognized Wisconsin Executive MBA. Learn from renowned faculty and equally passionate peers from diverse industries and backgrounds.

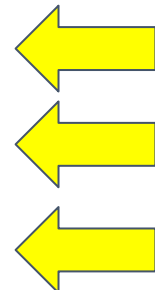
Learn more

First Name\*

Last Name\*

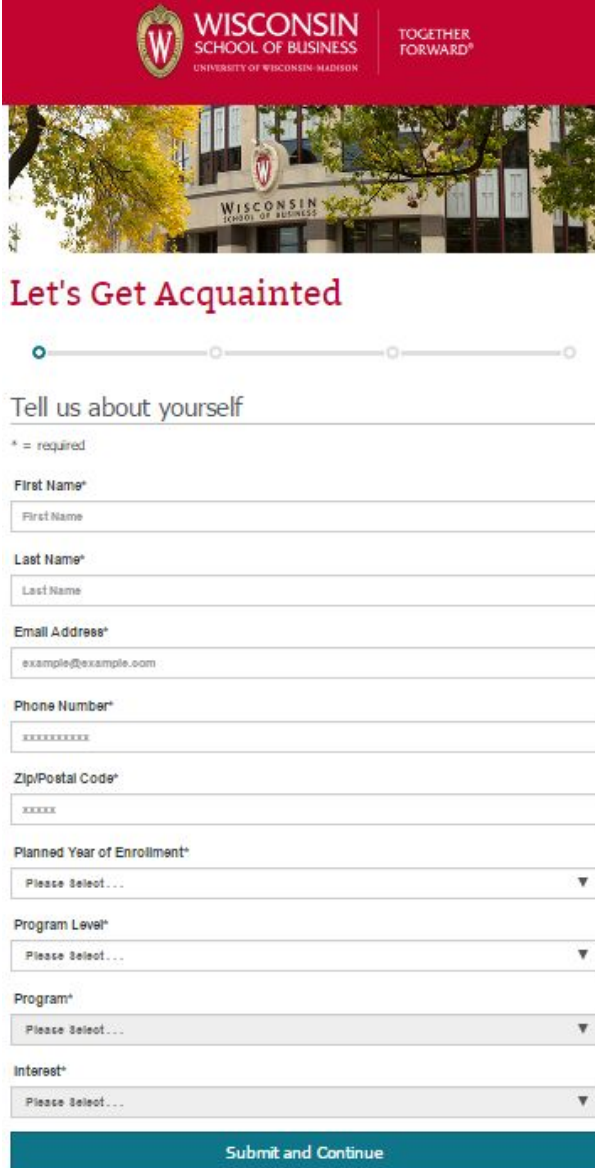
Email Address\*

Submit »



# EEMBA Business Case Leads RFI Campaign

1. Build A Marketing Email List
2. Request for Information (RFI)



The screenshot shows a registration form for the Wisconsin School of Business. At the top is a red header with the school's logo and the text 'WISCONSIN SCHOOL OF BUSINESS' and 'TOGETHER FORWARD®'. Below the header is a photo of the school building. The form title is 'Let's Get Acquainted' in red. A progress bar shows the first step is complete. The form asks for personal information: First Name, Last Name, Email Address, Phone Number, and Zip/Postal Code. It also includes dropdown menus for 'Planned Year of Enrollment', 'Program Level', 'Program', and 'Interest'. A 'Submit and Continue' button is at the bottom. Three yellow arrows point to the right, highlighting the dropdown menus.

WISCONSIN  
SCHOOL OF BUSINESS  
UNIVERSITY OF WISCONSIN-MADISON

TOGETHER  
FORWARD®

Let's Get Acquainted

Tell us about yourself

\* = required

First Name\*

Last Name\*

Email Address\*

Phone Number\*

Zip/Postal Code\*

Planned Year of Enrollment\*

Program Level\*


Program\*


Interest\*

Submit and Continue

# EEMBA RFI Campaign for Leads

- FTMBA: 342
- EEMBA-EV: 211
- EEMBA-EX: 29
- Total Leads: 582  
since 9/2016

 Campaign  
**EEMBA-EV-Inq-Facebook**

 Campaign Responses		Campaign Response Assoc	
<input type="checkbox"/>	Created On ▲	Subject	Contact
<input type="checkbox"/>	9/17/2016 12:05...	EEMBA-EV-Inq-Facebook	Sheppard, Ma
<input type="checkbox"/>	9/20/2016 12:05...	EEMBA-EV-Inq-Facebook	Stautz, Meg
<input type="checkbox"/>	9/20/2016 12:05...	EEMBA-EV-Inq-Facebook	Jaworski, Lori
<input type="checkbox"/>	9/27/2016 12:05...	EEMBA-EV-Inq-Facebook	Benson, Chris
<input type="checkbox"/>	9/27/2016 12:05...	EEMBA-EV-Inq-Facebook	Falkowski, Am
<input type="checkbox"/>	9/30/2016 12:11...	EEMBA-EV-Inq-Facebook	Duren, Christa
<input type="checkbox"/>	10/4/2016 12:45...	EEMBA-EV-Inq-Facebook	Eastman, And
<input type="checkbox"/>	10/4/2016 12:45...	EEMBA-EV-Inq-Facebook	Holtan, Matth
<input type="checkbox"/>	10/4/2016 12:45...	EEMBA-EV-Inq-Facebook	Griffin, Meliss
<input type="checkbox"/>	10/5/2016 12:05...	EEMBA-EV-Inq-Facebook	Baenen, Alec
<input type="checkbox"/>	10/5/2016 12:05...	EEMBA-EV-Inq-Facebook	Dolezel, Brad
<input type="checkbox"/>	10/5/2016 12:05...	EEMBA-EV-Inq-Facebook	Kaesbauer, Ac
<input type="checkbox"/>	10/6/2016 12:00...	EEMBA-EV-Inq-Facebook	Ch...

1 - 211 of 211 (0 selected)



# EEMBA Leads Engagement

## Engage with the leads regularly

- Email marketing
- Class visits
- Information sessions
- Free GMAT resources
- Online chats

- **Applications**

# EEMBA 2019 Cohort Prediction

## Facebook advertisement\*

- Leads to applicants conversion rate: 8%
- Admission rate for all applications: 17%
- Projected Facebook students:  
 $209 \text{ leads} * 8\% * 17\% = 3$
- Annual Tuition \$ =  $3 * \$75,000 / 3 = \$75,000$
- Break even for the first year?
- Will FB leads convert higher than average?

\*Conversion numbers are at a high level and for demonstration purposes only.

# Q & A





# Communication Framework Part II

## **Problem:**

**All stakeholder requests are made with the same high urgency**

## **Script:**

"I can certainly understand how important it is to your line of business to complete your all your requests. Our goal is to make sure we install them even earlier than you need them. To make sure we can do this, what this request will provide you the greatest benefit to your business?"

## Communication Framework Practice

# Communication Framework Part II

## Problem:

**Technologists want to focus on the cool, new features.**

## Script:

"You really seem to be interested in X technology. I agree with you - it is really cool. Can you believe it allows to do X? But I need some advice. We have all heard our CEO talk about the need to reduce operating costs. I know our company has a history of being resistant to change, but in your opinion, how could we use X to do some process totally different and reduce our operating costs?"

## Communication Framework Practice

# Communication Framework Part II

## **Problem:**

**Senior leadership wants the project team to design a new product or service.**

## **Script:**

"I can certainly understand why you would want us to design a new product or service. The market we operate in is very competitive, and our customers deserve only the best from us. As you (senior leadership) have thought about this, what are some of your givens and assumptions? Is there a particular customer group you want to target? What would a successful launch look like to you?"

## **Communication Framework Practice**

# Communication Framework Part II

## Problem:

**We have to deal with non-engaging stakeholders or non-performing team members.**

## Script:

"I can certainly understand your busy calendar and constant demands on your time. It is critical to our company's success that you have the time and resources to do your job well. But we really need your expertise and advice to complete this project on time. By the next meeting, we just need you to answer these two questions - nothing else."

## Communication Framework Practice

# Acknowledgement

**LRM Project Sponsors:** Meloney Linder and Steve Van Der Weide

**IMC Marketing Specialist:** Dan Roelke

**EEMBA Program office:** Doug Exum

**LRM Project Team:** Xiujuan Jane Zhang and other team members