

# Outreach

## About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for 95 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure.

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## What Is Outreach?

Outreach is an effort by an organization to communicate ideas to external stakeholders and to educate them about a specific mission or goal. Outreach is done in a variety of ways, from town hall meetings to direct mail and e-mail campaigns to public service announcements. Engaging external stakeholders through outreach efforts is an essential element of building lasting, meaningful stakeholder relationships. Some reasons for conducting outreach include:

- Building community
- Increasing grassroots support
- Furthering public education
- Collecting and influencing public opinion
- Communicating and engaging with hard-to-reach, isolated, or marginalized communities
- Facilitating communication and dialogue among groups of people
- Spreading the message or mission of an organization
- Garnering popular and monetary support for a mission or idea
- Expanding an organization (to other locations, services, etc.)

Engaging external stakeholders in a two-way dialogue through outreach efforts is an essential element of building meaningful and lasting stakeholder relationships and public trust. The ability to educate and influence audiences while addressing the conflicting views, interests, concerns, or misunderstandings of external stakeholders can often mean the difference between a successful project and a failed effort.

## Booz Allen can help you be ready for what's next

At Booz Allen Hamilton, a leading strategy and technology consulting firm, our skilled consultants bring a wealth of expertise in developing and implementing outreach strategies and tactics that facilitate lasting stakeholder relationships and build public trust. When combined with our capabilities in stakeholder relationship management, leadership messaging, and employee engagement, our outreach service offering supports comprehensive stakeholder engagement strategies.

## Our outreach service offering

Our outreach approach includes the use of comprehensive outreach planning, proven outreach tactics, cutting-edge contact management and virtual collaboration tools, and well-designed and coordinated governance structures. Through this approach, we assist organizations in achieving their mission, whether promoting organizational initiatives or satisfying public participation requirements via a two-way communications approach.

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We develop public participation and strategic outreach plans to drive stakeholder communications and outreach/grassroots activities. The plans build on stakeholder analysis, identify which internal and external stakeholders must be engaged, and define key messages. Because not all stakeholder groups require or desire the same level of engagement, Booz Allen identifies primary and secondary stakeholders, determines the outreach methods needed to reach or involve them, and tailors key messages appropriately.

- **Outreach tactics:** Booz Allen employs a wide variety of outreach tactics tailored to an organization's mission and goals and stakeholder preferences and blended seamlessly for the most effective results. These diverse methods include:

- Stakeholder analysis
- Briefings
- Workshops
- Stakeholder interviews
- Community/town hall meetings
- Public service announcements
- News conferences
- Multimedia tools
- Exhibits
- Factsheets
- Newsletters
- E-newsletters
- Brochures
- Marketing tactics (advertising, direct mail, e-mail)

- **Contact management and virtual collaboration tools:** To ensure an organization's outreach efforts have meaningful impact, we track and assess stakeholder engagement through methods such as contact management systems. We employ web-based software that provides a comprehensive method to plan, organize, record, and analyze outreach activities and stakeholder contacts. The result is a continually evolving public outreach program—one that changes or adapts as stakeholder views, interests, and needs change.

In addition, we employ a number of new media and virtual collaboration tools to ensure successful stakeholder outreach and involvement. Used alone or in combination, these tools allow organizations and stakeholders to participate in interactive discussions using voice, video, and animation; vote anonymously on issues; share files; and submit comments from anywhere, anytime. These tools include:

- ACT! Premium
- GroupSystems
- SRC forums
- OptionFinder™
- SharePoint
- IBM—Neighborhood America Public Comment® Service
- Macromedia Breeze

- **Advisory board design and management:** Our outreach approach includes looking within an organization to develop effective governance structures. Working groups, governing councils, advisory boards, and other structures can address issues or concerns that arise during stakeholder engagement and ensure outreach efforts are coordinated and produce the intended result. We assist clients in establishing such mechanisms by defining roles and responsibilities and facilitating their deliberative processes.

## Experience and expertise

Our experience is the result of numerous outreach engagements for organizations including the Departments of Defense, Homeland Security, Agriculture, Energy, and Labor; the US Army; the World Economic Forum; and the American Red Cross.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.