

Findings and Foundation	Guiding Focus	Action Plan
Business needs and working environment	Content strategy statement	Who
Goals and objectives:		
Strengths		
Weaknesses		
Opportunities	Content strategy vision	What
Threats		
Audience needs and environment		
(in relation to business goals and objectives)		
Target audience/persona:		
Goals and needs	Guiding principles	When
Challenges and pain points		
Opportunities		
Threats		
Content considerations	Rationale	References and resources
(in relation to audience needs and business goals)		
Scope:		
Strengths		
Weaknesses		
Opportunities		
Threats		