

Proving & Sharing Your Impact: Practical Tools & AI Techniques for Practitioners

Preliminary Training Agenda

Tuesday, June 16, 2026

9:00 AM – 9:45 AM	Module 1: Foundations of Communicating Impact Objective: Introduce the core principles that guide effective impact communication and establish the framework for the day. <ul style="list-style-type: none">• Welcome and participant introductions• Why communicating impact is increasingly difficult in a crowded information environment• Overview of the Five Tenets of Communicating Impact<ul style="list-style-type: none">○ Know Your Audience○ Story First○ Mind Your Medium○ Change the Messenger○ Repeat, Not Add Reflection exercise
9:45 AM – 10:30 AM	Module 2: AI Awareness for Communicators: Provide a beginner-friendly overview of artificial intelligence tools and how they can support communications, audience research, and message development. <ul style="list-style-type: none">• Introduction to generative AI and large language models• Common uses of AI for communications and planning• Understanding strengths, limitations, and responsible use Demonstration: using AI to generate audience insights and draft messaging
10:30 AM – 10:45 AM	Morning Break
10:45 AM – 12:00 PM	Module 3: Understanding Your Audience Objective: Identify and prioritize the audiences that influence your organization’s success and understand what information they need to hear. <ul style="list-style-type: none">• Audience identification and prioritization• Audience segmentation for workforce and economic development organizations• Key questions that help define an Ideal Customer Profile (ICP) Interactive activity: Map and prioritize your organization’s key audiences
12:00 PM – 1:00 PM	Lunch on your own
1:00 PM – 2:00 PM	Module 4: Using AI to Develop Audience Personas Objective: Apply AI tools to generate audience personas and anticipate stakeholder priorities, questions, and concerns. <ul style="list-style-type: none">• Basics of prompt design for AI tools• Structuring prompts for stronger outputs• Demonstration: generating audience persona narratives using AI Workshop activity: developing ICP profiles for priority stakeholders
2:00 PM – 3:00 PM	Module 5: Story Building — Clarifying Your Impact Objective: Develop a clear and compelling impact story that communicates what changed, who benefited, and why it matters. <ul style="list-style-type: none">• The Impact Story Framework<ul style="list-style-type: none">○ What changed○ Who benefited○ Why it matters○ Aligning stories with audience priorities Small-group discussion: refining impact narratives

3:00 PM – 3:15 PM	Afternoon Break
3:15 PM – 4:00 PM	<p>Module 6: Using Data to Strengthen Your Story Objective: Select and present evidence that strengthens credibility without overwhelming the message.</p> <ul style="list-style-type: none"> • Choosing outcomes and metrics that reinforce your impact story • Translating data into meaningful insights for different audiences • Avoiding data overload in communications <p>Hands-on activity: building an impact storyboard</p>
4:00 PM – 4:30 PM	<p>Module 7: Communications Planning Workshop Objective: Develop a practical communications plan that helps organizations move from reactive messaging to intentional outreach.</p> <ul style="list-style-type: none"> • Identifying what to share, with whom, when, and through what channels • Aligning communication channels with priority audiences • Using AI tools to generate communication ideas and content calendars <p>Drafting a simple outreach plan</p>