

STEP 3 TASK 3:
Determine the timeframe for the expected change

**Final Communication Objectives**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Audience Segment** | **Desired Change** | **How much Change?** | **Barriers to Change** | **Timeframe** | **Final Communication Objective** | **Does objective address barriers?** | **SMART?** |
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