

## Putting IM Awareness in Perspective

The purpose of IM Awareness is to focus attention on IM issues and concerns. Awareness is not as formal as training and disseminates key information people need to do their jobs. Awareness relies on reaching broad audiences with attractive packaging techniques and a wide variety of delivery methodologies.

	<b>Awareness</b>	<b>Training</b>	<b>Education</b>
<b>Focus</b>	<p>Develop an individual's appreciation of an issue, or set of issues.</p> <p>Bring attention to expected rules of behavior that are implied in policy and directives and that apply to everyone in the department / agency.</p>	<p>Skills development to enhance an individual's performance in a specific job function.</p>	<p>Integrates IM skills and competencies into a common body of knowledge across a multidisciplinary study of concepts, issues and principles in the IM field.</p>
<b>Goal</b>	<p>To change behavior and reinforce good IM practices.</p> <p>To allow all individuals in an organization to recognize IM concerns and to respond accordingly to them.</p> <p>To provide a springboard upon which training and education efforts can be built.</p>	<p>To produce relevant and needed IM skills and competencies in relation to job responsibilities.</p>	<p>To produce IM specialists and professionals capable of vision and proactive response to the IM challenges in the department/agency and the field.</p>
<b>Driving Question</b>	<p>What do we want all employees &amp; managers to be aware of regarding IM?</p>	<p>What skill or skills do we want target audience(s) to learn?</p>	<p>What knowledge, skills, attitudes, competencies and appreciation of issues do we want IM professionals to develop?</p>
<b>Supporting Processes</b>	<ol style="list-style-type: none"> <li>1. Communications strategy and Awareness Needs assessment<sup>i</sup></li> <li>2. Awareness campaign plan<sup>ii</sup></li> <li>3. Concept &amp; design</li> <li>4. Development &amp; production</li> <li>5. Implementation</li> <li>6. Evaluation</li> <li>7. Sustainability / continuous improvement</li> </ol>	<ol style="list-style-type: none"> <li>1. Training Needs assessment<sup>iii</sup></li> <li>2. Training / Education Strategy<sup>iv</sup></li> <li>3. Training / Education program(s) plan<sup>v</sup></li> <li>4. Concept &amp; design of training / education program(s)</li> <li>5. Development and production</li> <li>6. Implementation of program(s)</li> <li>7. Evaluation of program(s)</li> <li>8. Sustainability / continuous improvement</li> </ol>	

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<sup>i</sup> Articulates change and communications goals in the organization, how awareness needs, with respect to business context, will be addressed within the organization; identifies what specific IM issues, concerns and goals need to be dealt with; what behaviors need to be reinforced.

<sup>ii</sup> Supports implementation of strategy and identifies priorities and sequence for roll out of awareness program; articulates how strategy and plan will be achieved – who, when, how

<sup>iii</sup> Identifies what IM skills need to be learned, what new work habits have to be developed (behaviors).

<sup>iv</sup> Should complement, link to and build upon Communications Strategy and Awareness plan; articulates how IM skills development needs, with respect to business context, will be addressed within the organization

<sup>v</sup> Supports implementation of strategy and identifies priorities and sequence for roll out of awareness program; articulates how strategy and plan will be achieved – who, when, how