



*And now  
for something  
completely  
different...*

**Sometimes, you have to take a step back and re-examine the ways in which you communicate with your stakeholders.**

- Who are they?
- How have they changed?
- What do they want to know?
- What is their agenda?
- What would I like them to know, understand, support?

**We're no different. And in that regard, we've completely changed our website.**

**Hopefully you will find it more informative, more focused, more involving.**

**Take a few seconds to complete our regular ticker poll. We'll give you the results, and later offer comment on the findings.**

**Log in to our Resources section and we'll give you access to tools, models, opinion, and articles which will be updated on an ongoing basis.**

**Engage with us, and we'll help you engage your stakeholders.**

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