The ResNet Process℠

❶ Appreciative Conversation℠

❷ Resource & Audience Audit℠

❸ Conceptual Design

❹ Implement-ation

❺ Assessment

❶ The **Appreciate Conversation (AC)** is the initial two-way dialogue with a client aimed at uncovering opportunities within their organization that may lead to positive action, change or innovation.

From this "conversation," we can make an informed and accurate evaluation as to what the organization's needs are and how we can collaborate to achieve positive results and create a new direction for the future.

❷ After the AC uncovers opportunities for positive change and improvement, we then conduct a **Resource and Audience Audit (RAA).**

The RAA determines what types of resources (e.g., technical, creative, financial, management, etc.) are needed and available (internally or externally) to achieve the best solution. It also includes an examination of the key participants who can contribute to and/or affect the successful outcome of the project.

❸ Once the AC and RAA stages are complete, a comprehensive **Conceptual Design** is created.

The Conceptual Design plan clearly defines the project and includes an executive summary, objectives and goals, target audiences, specific strategies and executable tactics, implementation options, and assessments to measure the success of the project.

❹ The implementation stage is when the Strategic Plan mobilizes to a live project and brings together all the resources needed to complete it.

❺ Assessments during the implementation phase are critical to properly managing a project and making adjustments to ensure its complete success.

A final assessment at the end of a project helps to gauge its overall success and determine how to sustain its results going forward.