

PHASE 1: DEFINE THE CHALLENGE AND ASSESS LAB READINESS

FOLLOW-UP

Use template below to assess level of Information Systems readiness to start the Lab. Use this tool in connection with the Information and Communication Strategy Development Protocol.

INFORMATION SYSTEMS ARCHITECTURE	DEGREE*
Do we have the ability to share documents outside of our organisation? <i>(Google Drive or equivalent shared storage with adequate size allotment)</i>	
Do we have a protocol for managing sensitive data?	
Do we have a shared file-naming agreement?	
Do we have an Agile Project Management infrastructure and tools? <i>(e.g. Trello)</i>	
Do we have the ability to share videos? <i>(e.g. Pro account with Vimeo)</i>	
Do we have the ability to train Lab team members in using online tools	
Do we have a CRM system (or equivalent) in place to track key stakeholders?	

* Degree to which we have this functionality or capability: 0 (not at all) > 5 (fully capable)

INTERNAL COMMUNICATIONS	DEGREE*
Do we have established internal communication channels? (e.g. Slack, email)	
INITIAL EXTERNAL COMMUNICATIONS	
Do we have an agreed messaging? Talking points?	
Do we have an agreed style for approaching potential stakeholders?	
Do we have a way of sharing communication information with partners?	
Do we have a protocol for signing-off external communications?	
SOCIAL MEDIA	
Do we want establish bespoke social media accounts for the Lab?	
Do we have existing social media accounts? <ul style="list-style-type: none"> • Twitter • Facebook • Instagram • Medium 	
Do we have a Social Media Dashboard for managing social media accounts?	

* Degree to which we have this capability or practice this behaviour as an organisation: 0 (not at all) > 5 (fully)

DIGITAL MEDIA	DEGREE*
Do we have capability with digital media? • photography • film-making • basic website design	
Do we have a website?	
Do we have website infrastructure set up with a minimum of 3 tiers — Recruitment, Launch, Archive?	
BRANDING	
Do we already have a style-guide for our communications?	
Do we have a brand for the Lab?	
Do we have or have access to branding expertise?	

* Degree to which we have this capability or practice this behaviour as an organisation: 0 (not at all) > 5 (fully)