

## ID Stakeholders

Within "messages & expectations" categories  
By industry, business name  
Likely allies and opponents  
By impact possible  
By ease of implementation  
By symbolic/strategic significance  
Their needs & motivations  
Their leverage points  
Key positions & individuals



## Research & workshop ideas

Success stories elsewhere  
Curitiba, Brazil  
By industry/interest area  
Games, simulations  
Systems diagrams  
Appeal to human/Maui resident/planet earth inhabitant persona as inseparable from corporate ID  
Demonstrate benefits  
Personal stories, personal hopes  
Hawaiian cultural & mythological examples  
Presentations, workshops, & educational materials for businesses, schools, community groups

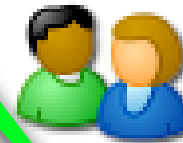


## Focus Maui Nui Outreach



## Likely partners & resources

MCC faculty & students  
MEDB  
Community groups  
FMN facilitators  
County, company, & utility planning departments  
Schools  
Reporters



## Whose role is this?

Maui County  
MEDB  
?