



2026 Planning Worksheet

This worksheet builds on the Visibility Scorecard: once you've assessed your current visibility and communications performance, this tool can help you map strategic priorities and PR investments for 2026.

Define Success:

If 2026 exceeds expectations, what measurable outcomes will you point to next December? (e.g., funding, signed pilots, revenue growth, partnerships, hires, product launches, grant wins). Write them out, then add up your points to gauge the level of investment you should make in PR.

Anticipated Strategic Inflection Points (select all that apply):

- Launch (out of stealth) [3 points]
- New funding (raise/close) [3 points]
- Regulatory milestones (examples: FDA submission/clearance, CE mark) [3 points]
- Team scale-up or key leadership hires [2 points]
- Major partnership [2 points]
- New product launch [2 points]
- New data [1 point]
- Speaking at major conference/event [1 point]
- Others (write them out)

→ Cross-reference your points with the Visibility Scorecard: are your current strengths aligned with the inflection points that matter most?

Proof & Credibility:

- What new evidence will you develop in 2026 (data, KOL endorsements, publications, pilots, case studies)?
- Do you have any customers or partners that you can talk about publicly or get a testimonial from?
- What gaps in validation could block credibility and how might you close them?

