

Message Architecture Worksheet



COMMUNICATIONS OBJECTIVES

What do you want to impart to your audiences? What is the essential information/content/emotion/tone?

AUDIENCES

RELEVANCE/RESONANCE

Who are the key audiences for the message?

What is of particular relevance/resonance for these audiences? What matters to them?

1.		1.	
2.		2.	
3.		3.	

MESSAGE FOUNDATIONS

Are there existing sources of effective messaging that can be used to build the message architecture, to ensure that material is consistent and sound?

<i>Strategic Plan</i>	
<i>HR Handbook</i>	
<i>Board of Trade Speech</i>	

BUILDING A MESSAGE ARCHITECTURE

Value Proposition Statement

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Supporting Messages by Audience or Theme

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CHECKLIST

Is the Messaging...



Clear

Is it simple to understand?



Compelling



Coherent

Do all the messages make sense and communicate effectively both alone and as a set?