

Empower your organisation with an effective core message

Different approaches....

Capturing the essence:

- What?
- Why?
- Who for?
- For what outcome?

Using Cause Communications key questions:

- What need or challenge do you address?
- What's your solution or approach?
- What benefits or results do you create?

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Connect to your values:

- Your org's values
- Your customers' values
- Your audience's values

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Organisation name:

Brainstorm...

Draft a message....

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Set your intentions:

- How will you further develop your core message?
- Who do you need to involve from your team?
- Will you be re-working an existing message or starting from scratch?
- Whose buy-in will you need to adopt your new core message?
- What action will you take first?
- What barriers might you need to overcome?
- How will you reward yourself for taking the next step?

Write it down...