



COLORADO  
OCTOBER 19 - 22  
2015





# JOINING FORCES

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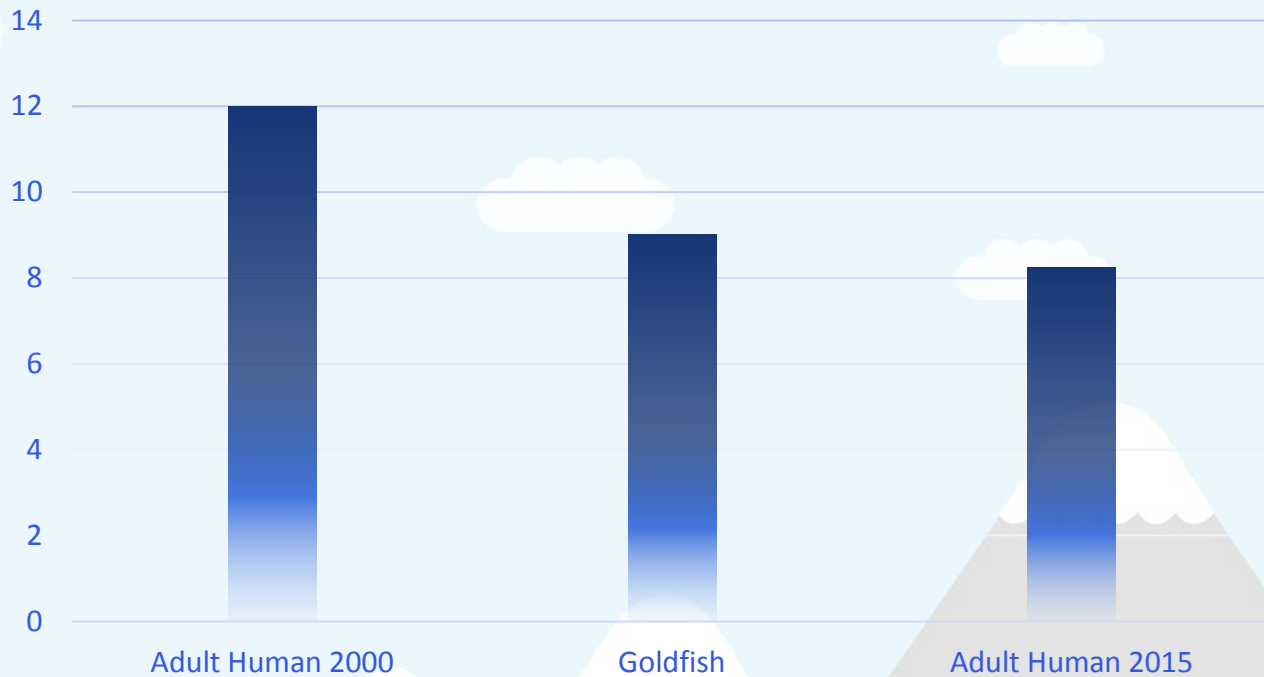
# WHY DO WE NEED SIMPLE, SHARED MESSAGING?

Here's why



# ATTENTION SPANS

SECONDS



# SET SHARED EXPECTATIONS

## What messaging is:

- Themes, ideas and phrases you can use and repeat
- Guidance on tone for targeted communications
- Common threads to provide a sense of unity among external communications
- Ideally, tested with real audiences

## What messaging isn't :

- Language you have to use all the time
- Sentences you cut and paste exactly as is
- A mission statement or “about us” text in a brochure
- Based on internal assumptions about audiences that have not been tested

# THREE POINTS



# CHOICES

Past – Present – Future

Problem – Solution – Benefit

What? – So What? – Now What?

Empathy – Idea – Differentiation

PERSONAL

STORY

FACT

QUESTION

QUOTE

PROP



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