

Strategic Messaging for Leaders & Teams

Messaging and target audiences are the two most critical components of any communications plan.

A corporate messaging session is a powerful way to determine both.

During this 3-5 hour session, I serve as a strategic thought partner, guiding staff to uncover who your organization needs to reach to achieve its business goals and what you should say to engage and motivate them to act.

Key internal stakeholders are involved in the process – marketing, sales, HR, board members, and yes, even the legal team – because they all have a part to play in how you define and describe your brand.

Conversation is generated in this interactive session through a process of “Brainstorm | Prioritize | Agree”, asking specific questions that direct participants to highlight the uniqueness of your business based on what will resonate most with your target audiences. Participants are challenged to justify their responses with a tangible service, product, practice, policy or other evidence.

The backgrounding work I do on your company, customers and competitors allows me to **customize the workshop to your business**. The best part is that key departments leave the session clear, aligned, and in agreement about how to talk about the brand.

The results are *pure magic*: **clear, concise, messaging that can be used for sales conversations, recruiting, grants, employee communications, social media, emails, website copy and more** -- wherever the organization communicates, markets or sells!

INCLUDES:

- Audit of current internal and external messaging, e.g., website, social media channels, all-staff/departmental emails, donor/funder/grant communications, board and volunteer communications
 - Review of key stakeholders and competitors as needed
 - Interview up to 12 staff members from different departments and roles via written survey and/or personal interviews (via Zoom or telephone)
 - Facilitate messaging session
 - Draft messaging session outline
 - Client communication via regular meetings, email, text, virtual, or other means to coordinate client support
 - *Optional: Draft and finalize corporate messaging (maximum 2 revisions)*
 - *Optional: One-hour follow-up meeting, email or other electronic communication (may be explainer video) on implementing corporate messaging*
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COPYWRITING SUPPORT

Optional copywriting support to finalize messaging once the session outline is approved.

ALL-STAFF MESSAGING INFORMATION SESSION

One-hour "lunch-n-learn" type virtual session for staff to demonstrate how internal and external communications copy may be revised based on your new, approved messaging!

[Click here to schedule a call](#) and learn how messaging sessions can transform your organization!