

Communications Template

WHAT?

WHAT ARE YOU TRYING TO SAY?

WHO?

WHO IS THE MESSAGE GOING TO

WIIFM?

WHAT'S IN IT FOR ME?

KEY BENEFITS

WHEN?

CONSIDER THE TIME, DATE

CONSIDER OTHER RECENT MESSAGING

WHERE?

IN PERSON, VIA TEAMS

WITH OTHERS, 1:1'S

PRESENTATION

VIA EMAIL?