



# Strategic Messaging

## Sample Program Design





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### Objective

As one might expect, a Strategic Messaging workshop is highly specific to each client. Here is one example:

Our client had grown so fast that their strategic messaging didn't keep up with their actual value proposition.

They assembled a team to work with us to discover, develop and rehearse new ways to communicate their value. Their long term goals:

- Refine value proposition
- Create "sticky" messages and stories
- Strengthen brand perception
- Drive appropriate demand

### Pre-Assignments

#### Workshop Preparation

All participants should read these designated chapters from *It's Showtime: Richard Butterfield's Power of Persuasion* and prepare the following exercises.

Powerbites	Compose a strawman Powerbite to define our value proposition to our customers.
Storytelling	Read the Passion and Storytelling chapters and prepare one pride-filled story that defines our brand.
Q & A	Read the Q & A chapter and be ready to practice Question and Message tactics in a simulated Q & A session.



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### Program

#### Typical Strategic Messaging Workshop Agenda

A high impact session design to identify and refine compelling key messaging.

8:30 - 10	Message Mantra, Powerbites & Storytelling
10:15- 12:00	Discover and Develop Your Message
1- 2:30	Just-in-Time Prep / Media Savvy
2:45 – 4:30	Bullet-proof your messages Q & A simulation and coaching

#### Roadshow Coaching

Once you have your library of key messages, make it a habit to schedule rehearsals for key spokespersons who will take the new show on the road.

### Boost It

#### Ready to Bring Your Messages to the Media?

Facing broadcast media opportunities? Put on-camera simulations "in the can" and receive feedback and coaching. See Media Training for more information.