JOINING FORCES

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WHY DO WE NEED SIMPLE, SHARED MESSAGING?

Here’s why
ATTENTION SPANS

SECONDS

Adult Human 2000
Goldfish
Adult Human 2015
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


Empathy – Idea – Differentiation