



Tactic Type

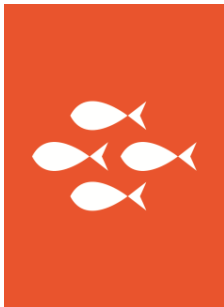
- Article
- Speech
- Report
- Presentation
- Other

Subject

Word Count

Business Objective

Communication Objective



Audience/Stakeholder

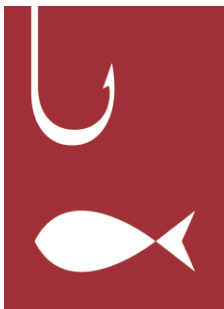
(audience/stakeholder) will (desired behaviour)



Key Message

(what do they need to know?) > (how will we tell them?)

Human Connection



Outcome

(desired outcome) > (measure/metric)

Idea Generator

Communications objective

What do you want the reader to think, feel or do?

Audience/Stakeholder

What do you know about your audience's demographics, psychographics, environment, etc.?

Key Message

What is the most important takeaway for the reader? Have you made it clear? Have you approached it in multiple ways?

Human Connection

How will the piece be interesting? How will you make a human connection?
Quotes, feature, viewpoints.

Format

Why type format/framework will you use?
Interview, profile, top five, list, infographic.

Evaluation

How will you know if you were successful? What needs to be measured?
Rating, shares, post-read poll question (i.e. after reading this did you...).

