<insert>

# OUTCOME



## Hint:

Think about what business result you want to see. What will be different in the business?

# AUDIENCE

## Hint:

What’s in it for them?

# MESSAGES

## Hint:

Avoid jargon, use the simplest words available.

# METHOD

## Hint:

Remember how your audience likes to get information, not how you prefer to distribute it.

# MEASUREMENT

## Hint:

Are your employees meeting your expectations? Are your engagement survey scores improving?

**What’s the business outcome you seek?**

<insert>

**Who’s the audience?**

**Where are they coming from?**

**What do you want them**

**to *Think*, *Feel* and *Do*?**

<insert>

**Given the key audiences’ mindset, what are the 2 - 3 main points/messages to move them to action?**

<insert>

**What’s the most effective means of reaching your audience?**

<insert>

**How will you know when you’re successful?**

take **5**™ **Planning Template**

**[Shape

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