



# GET EVERYONE ON THE SAME PAGE

Strategic messaging framework | Engagement overview

*"One of the most critical activities... that a company must do is establish a strong value proposition with a clear, accurate, compelling message. When messaging is done wrong it's easy to spot and so damaging to the company. But when it's done right, it's really, really good."*

Jamie Barnett | AppZen

A strategic messaging framework connects your intent with the needs of your clients, customers, stakeholders, investors, and staff. It distils your core story and drives consistently effective communication of your value offering.

## OUR APPROACH

We'll gather your existing messaging, whether it's written down or in people's heads. Then we'll work with you to shape purposeful structure and the right language fit for your goals.

### PART 1: STRATEGIC MESSAGING REVIEW

- Gather existing messaging and context across the organisation including strategy, sales, marketing, product, service, and customer/client knowledge
- Listen to key people at all levels including senior leaders and frontline staff
- Present initial findings in a clear report and review session
- Final deliverable report with insights and recommendations

### PART 2: STRATEGIC MESSAGING FRAMEWORK DEVELOPMENT

- Form a Messaging Group appropriate to your organisation
- Fast, collaborative iterations through key framework components including positioning, message pillars, use cases, and boilerplates
- Final deliverables including basis for assessment

## WHAT THE END RESULT LOOKS LIKE

Every Man on Fire messaging framework is tailored to the context but there are consistent elements including structured top-line positioning, a value proposition that connects directly to re-usable language, and disciplined product/feature/benefit breakdowns. We're very happy to share examples.

## THE VALUE TO YOU

- Compelling, disciplined messaging that drives go-to-market and stakeholder communication
- No more endless reworking & duplication
- A more cohesive organisation where everyone has the right tools to be on the same page

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We're strategic story specialists who help drive cohesive success shaped by powerful narratives. Great stories are purposeful and human. They spark positive change. That's exactly what you can expect from working with us.