

Effective Message Map

Use this tool to help you prepare an effective message, whether it's a presentation, talking points, memo or other communication. It will help you clarify key points and may be particularly helpful for change-related communications.

Elements	Considerations	Notes
Audience	<ul style="list-style-type: none">• To whom are you communicating?• Who needs this information and who would appreciate having it (need-to-know vs. nice-to-know)?	
Message	<ul style="list-style-type: none">• What's the most important thing you need to convey?• Explain: who, what, when, where, why and how (as relevant to the topic about which you are communicating)<ul style="list-style-type: none">○ What is changing, new or different (if relevant)?○ Who does this information impact and how does it impact them?○ When and how will the change occur (if relevant)?	
Action	<ul style="list-style-type: none">• What response do you want from your audience?• What do you want your audience to do, think and feel?	
Details	<ul style="list-style-type: none">• Are there additional details that clarify and support your core message?• Who can answer questions (if relevant)?	