**Messaging Framework:**

* + **Controlling Idea** *(Define a single "Controlling Idea" - the point that you're trying to prove. The thing that you're trying to get people to memorize. It should be short, interesting and memorable)*:
	+ **Story Question** *(Every story has an obvious question that keeps the audience engaged -Answer the big question for every campaign)*:
	+ **Agitate the problem***: (define a problem we are trying to overcome. on the 3 levels - external, internal, philosophical):*
		- **External**:
		- **Internal**:
		- **Philosophical**:
	+ **Define the Stakes** *(What will be won or lost if we do not succeed with our objective. Define what the stakes are and keep repeating it so that people are always aware and memorize/remember what they are)*:
		- **Win**:
		- **Win**:
		- **Loss**:
	+ **Position yourself as the Guide** *(position yourself as the "guide" in the story and not the hero. Make your audience Luke Skywalker and you be Yoda. The key to positioning yourself as the guide is to demonstrate empathy and authority*):
		- Empathetic Statement:
		- Statement of Authority/Confidence:
	+ **Give the audience a Plan** (*The plan shows the audience how we are going to get them where we want to go. Simplify the data and put it into sets of 3)*:
		- Step 1:
		- Step 2:
		- Step 3:
	+ **CTA** (tell people what you want them to do):
		- We
	+ **Foreshadow the climactic scene** *(In movies there's always that scene where things are resolved. Give the audience a vision that they can head towards)*:
		- With a new XYZ…
	+ **Foreshadow the climactic scene** *(In movies there's always that scene where things are resolved. Give the audience a vision that they can head towards)*:
		- With a new XYZ…

**Example Intranet**

* + **Controlling Idea**:
		- A new intranet will revolutionize communications, change and culture at E&V. Ultimately driving more business (The 3 Cs)
		- A new intranet will revolutionize the way we work at E&V.
	+ **The Big Question**:
		- Can we create a single global culture and work environment with a new intranet?
		- What would happen if we all could work together in one place? There was no confusion about where to find information or get news. Or to find the right people, in the right country to help support your client?
	+ **The Problem***:*
		- **External**: We have a fragmented environment for communications and our E&V System.
		- **Internal**: We all have the feeling that we are not "ONE" company. We are not able to work efficiently.
		- **Philosophical**: We should not be spending as much as we do on bad communications and network experience when we could make a drastic improvement with a similar investment.
	+ **Stakes**:
		- **Win**: We gain the chance to have all companies, worldwide, on a single platform.
		- **Win**: We gain visibility about communications in many larger countries
		- **Win**: Easier access for the Global Network to improve collaboration and referrals
		- **Win**: Increased Work efficiency for everyone in the Network
		- **Win**: Companies that get digital transformation right earn 26% more than their peers (Source: Accenture)
		- **Loss**: 70% of change projects fail - typically as a result of poor communication.
	+ **Guiding statement**:
		- Empathetic Statement: This is a difficult decision. It is seemingly a heavy investment during what seems a time of uncertainty.
		- Statement of Authority/Confidence: Nevertheless, with our switch to flexible working, and autonomous agents in the pipeline this is more a necessity than a "nice to have".This is the right path to take as it will be the focal point of our Digital Transformation.
			* A big win and a huge step forward in the eyes of our partners and employees.
	+ **Plan:**
		- Step 1: Selection of a provider
			* LumApps is still the best fit
			* 3 year contract
		- Step 2: Phased rollout for testing only for communication
			* HQ, Ventures, GG, MC Elbe
			* France/Benelux
			* Italy
			* USA
			* Spain
		- Step 3: Launch
	+ **CTA**:
		- We are asking you today to again, give your blessings to approve the budget for LumpApps.
	+ **Final**:
		- With a new intranet, we will have a continuously updated platform that will lay the foundation for our future. Picture this single place where everyone at E&V comes to every day whether they are in Valparaiso, New York or Hamburg. This is the start of creating ONE company, ONE culture, ONE network.