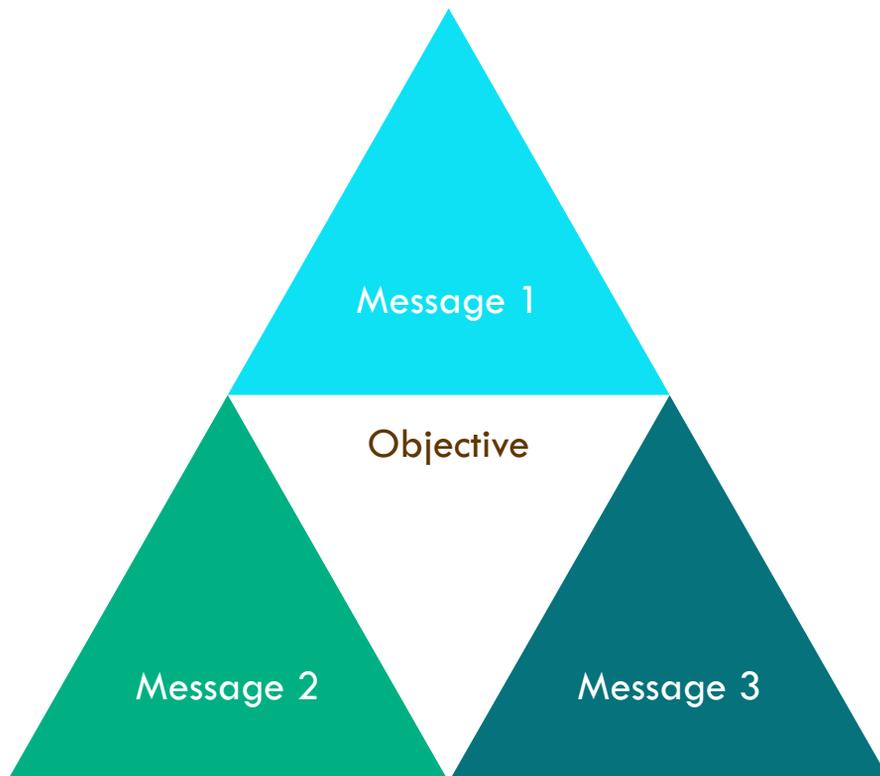


Message Triangle Tool

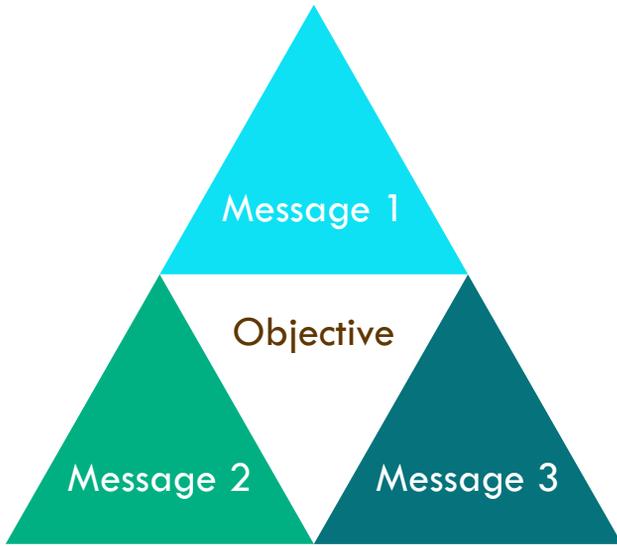
The message triangle is a tool designed to help you speak to your audience successfully by getting across your key messages in a compelling, concise, and credible manner. It is based on the principle that it is easier to visualize an image than it is to memorize a lot of words.

The content is crafted with the main message in the center and each side of the triangle equally important. Each side of the triangle represents a broad message, generally, equally important.

With open and receptive audiences, it ensures you communicate key messages in a way that resonates and is memorable. With skeptical audiences, it helps ensure you maintain control of the agenda.



Message Triangle Tool



Target Audience: _____

Objective: _____

Supporting Proof Points:

- Add facts, statistics
- Share examples, personal stories
- Use analogies, descriptive words, one-liners
- Quote experts, relevant references

MESSAGE #1:

- Supporting Proof Point 1:

- Supporting Proof Point 2:

- Supporting Proof Point 3:

MESSAGE #2:

- Supporting Proof Point 1:

- Supporting Proof Point 2:

- Supporting Proof Point 3:

MESSAGE #3:

- Supporting Proof Point 1:

- Supporting Proof Point 2:

- Supporting Proof Point 3:
