



IDENTITY
WHAT MAKES YOU UNIQUE?

REPUTATION
WHAT DO PEOPLE THINK ABOUT YOU?

AUDIENCE
WHO ARE YOU TRYING TO REACH?

COMMUNICATION TRIANGLE WORKSHEET

VISION
WHAT DO YOU WANT?

THE SHARED WIN

MESSAGE
COMMUNICATE THE SHARED WIN.

PSYCHOGRAPHICS
WHAT DO THEY WANT?

OFFERING
WHAT DO WE HAVE TO OFFER?

VALUE PROPOSITIONS

HOPES, FEARS, OBSTACLES
WHAT'S ON THEIR MIND?

