



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?

PSYCHOGRAPHICS
WHAT DO THEY WANT?

THE SHARED WIN

MESSAGE
COMMUNICATE THE SHARED WIN.

OFFERING
WHAT DO WE HAVE TO OFFER?

VALUE PROPOSITIONS

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

