Communications

Key messages: the foundation of a communication strategy
Communication is not about what you say or send; communication is about **what the receiver perceives it to be and what they do with it.**

Language is mainly a mechanism of **influence**, no longer just as a mean of delivering communication.

Key messages should included naturally into conversations.

What do you want people to think (and do), when they think about your component?
Features of great key messages

**Clear:** Straightforward, free of jargon, acronyms and technical language. Don’t make your audience feel stupid.

**Concise:** Deliver key messages in 7-8 seconds. By being concise you have control over the message your audience gets. Reply a long answer to a reporter and they will pick the words that they think are most interesting, which probably isn’t your core message. By saying less you have more control.

**Appeal to emotion:** People will remember the way they felt long after they have forgotten the facts.

**Tailored:** Messages should be adaptable to target audiences, with flexible language and depth of information.

**Memorable:** Easy to recall and repeat.

**Compelling:** Meaningful information designed to stimulate action.

**Strategic:** Define, differentiate and align with benefits/value proposition.
Please write at least one key message per stakeholder

*Keep it simple*

After you write a key message, ask yourself:

- Is it straightforward?
- Is it short?
- Is the message linked to the audience feelings?
- Is it adaptable to different target audiences?
- Can you easily recall and repeat?
- Is the message designed to stimulate action?
- Is it linked to the value of the project?