

Module 3 – Messaging **Telling our story**



Fill in each section of the grid using the prompts to build your story

| I. Our challenge What are we trying to address or overcome? What are the aims and objectives? | 2. The journey What steps or actions do we need to take? |
|---|---|
| 3. Our destination Where are we trying to reach? | 4. The prize What is the final outcome or impact that will be realised for overcoming our challenge? |

Source: Dewhurst, S. and FitzPatrick, L. (2022) *Successful employee communications: A Practitioner's Guide to tools, models and best practice for internal communication.*