

Message Map Template

Name of Change



Change Main Why: These two statements should be pithy, catchy, and concise; something that leadership can remember and repeat off the top of their heads
Change Desired Outcome(s):

Topic	Internal Workforce	External Customers	Vendor Partners/ Other Stakeholder
What is [change]?	For each topic, include the top three messages for each stakeholder (list as many stakeholders as needed)		
Why [change]?			
Goals of [change]			
Common question 1	These questions (common questions 1-3) will be the top questions you've heard to date (add more if needed). You want to include the answers for each question for all stakeholders		
Common question 2			
Common question 3			
Success Defined	This is an important section and talks about the behaviors and desired outcomes, and perhaps even operational metrics that are changing based on this change		

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Action Plan	This is a high-level action plan with milestones. It can be as detailed as you think it should be and could be as broad as just talking about 3 phases at the highest level		
Milestones	These are results each stakeholder should see and by when, not milestones for your project plan		
Resources for more info	There should be links for more resources, if desired		

Executives are regularly asked to speak at all types of events, from industry events to making statements to the press, to podcasts and quotes for journal articles, to speaking at employee all hands meetings. This message map will give the executives and their speech writers the information they need to make sure the messaging is aligned with your efforts. The last thing you want is to set up your executive leadership for failure by failing to give them guidance and having to contradict them because they were asked to answer a question about the change and were unprepared.