A picture containing water, man, bird, white

Description automatically generatedA picture containing clock, drawing

Description automatically generated

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| **Key Message Template  for Cascading Information** | |
| **INFORMATION TO CONVEY**  [INSERT TOPIC/NEWS HERE]  *Examples:*  *Good news: “New ID theft program”*  *Bad news: “Reducing paid vacation days”* | **PREPARED FOR**  [INSERT MANAGEMENT LEVEL HERE]  *For example, senior managers, plant managers, etc.* |
| **Key Message**  No more than one sentence in plain language | For good or neutral news, the topic can ***be*** the message. For bad news, the message should “lead into” or help explain the topic/news.  *Good news: “You can now get enhanced  ID theft protection.”*  *Bad news: “We need all hands on deck to  get the company back on track.”* |
| **Supporting Points or Messages**  Additional information that explains or adds detail to the key message | This could be data for senior management, survey results, or additional message points that help explain the key message. |
| **More Information**  Provide a link, document, etc., with details | *For example, company intranet, vendor website, printed/digital document, etc.* |
| **FAQ and Answers**  If applicable, provide an FAQ | This would be an FAQ only for leaders/managers, not for all employees. |