

|  |
| --- |
| **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. |