

## MD-1 MESSAGE DEVELOPMENT & VALIDATION

## THE SUCCESS OF YOUR BUSINESS DEPENDS ON YOUR TEAM'S ABILITY TO TELL YOUR STORY—WITH ENTHUSIASM AND PASSION

Effective messaging creates impressions and shapes perceptions. Impactful messages will be short and memorable, leaving the audience with a feeling—an impression of your company, your value proposition, and your credibility as the person delivering the messages.

Team Libra's approach for working with our clients to develop effective messaging starts with workshops in which we lead the team to question and verify aspects of the target audiences—the buying influences, the market and customer perceptions, the value proposition(s) of what the client offers, and what we see as the barriers to success.

We lead a candid discussion to better understand customer and market perceptions. We review what products or services the company is trying to better position. This is critical groundwork that many organizations skip right over. There are often positioning points that companies seem to gloss over and identifying those is foundational to building solid messaging.

Developing a solid messaging framework and then incorporating those key messages into collateral and presentations is absolutely key to any organization's success.

With more than 25-years of strategic market relations and communications experience, the Team Libra consultants offer unparalleled experience and perspective when it comes to crafting positioning messages and presentation content, along with training the corporate spokespeople to deliver these messages for maximum impact.

We offer strategic guidance to assist with crafting messages and articulating positioning for public speeches and presentations, press tours, analyst tours, product launches, corporate announcements, fund-raising campaigns, shareholder meetings, and other public appearances.

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### **As part of this service, our consultants will assist with:**

- Strategic planning of content
- Review of existing presentations
- Research assistance
- Outline development
- Review of messages and alternative positioning
- Guidance on direction and content

Contact us for more information on our Authentic Spokesperson™ training programs and coaching workshops

