



Metropolitan Group

the power of voice

Worksheet: Clear and compelling messages

By leaning into your audience's values and the why behind your work, you can create a message that resonates for your audience, aligns with their interest, and inspires them to take action and stay engaged with your work. Use this tool to fine-tune your message for your ongoing communication and storytelling, and to prepare for a specific interview, speaking opportunity or other interaction. Layer in stories and details depending on the audience and the format and length of your interview.

What audience(s) are you talking to?

Think about both the reporter and their audience

What does your audience(s) value?

Message Element	Your Message
Why are you doing this?	<i>Set up the problem you're addressing in your work. Describe the conflict, challenge, and opportunity. What brought you here?</i>
Why does your work matter?	<i>What are you doing (in non-jargon terms)? What is it adding? How is it different? What are you learning?</i>
Why should people stay engaged?	<i>Is there a call-to-action? A cliffhanger? Something you want them to do? Can you link to the benefits of Interdisciplinary Research Leaders (e.g. how it's advancing collaboration, helping you build a culture of health) to help attract future participants?</i>



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Audience-specific messages to drive action

Now think about how you might customize your message to appeal to diverse audiences you hope to engage. Think about how you might modify your messages above based on each audience you hope to reach. (Beyond messaging, which this grid considers, you can further build it out to consider the best messenger and the best ways to reach each audience.)

Audience	What do they value/care about?	What do they know/feel about your work?	How can you tie your work to what they care about?	What do you want them to do? (i.e. call to action)