



Key Message Matrix

Key messages and facts are often confused, but they play very different roles. Key messages convey the core 'what and why' you want your audience to remember. They serve as the connective thread that shapes your narrative, aligning with your organization's strategy or values. Facts, also known as proof points, lend credibility to your key message by reinforcing it with concrete, verifiable information. Together, they create a message matrix that ensures consistency while allowing for customization by the audience.

Organizational Strategy or Value	Key Message	Proof Points
<ul style="list-style-type: none"> Insert the strategy or value that the message is aligned to. 	<ul style="list-style-type: none"> Craft clear, concise points that reflect your organization's strategy or values. Ensure the message resonates with your audience by answering their core question: "What's in it for me?" 	<ul style="list-style-type: none"> Provide key facts or information that either support the message and provide more detail or lend credibility to the message.
Example 1: Grow customer satisfaction through technology 	<ul style="list-style-type: none"> ACME is committed to delivering exceptional customer experiences. With the launch of XYZ software, we'll simplify ordering, enhance efficiency, and meet customer service expectations every time." 	<ul style="list-style-type: none"> XYZ software will provide real-time sightlines for inventory, pricing, and shipping times. Customers will be notified throughout the shipping process so they can track their orders. Easy features like "repeat order" buttons mean our customers spend more time on their business, and less time ordering supplies.
Example 2: Attract, develop and retain exceptional people 	<ul style="list-style-type: none"> As part of our commitment to developing exceptional teams, we are pleased to announce a tuition reimbursement program. This program will help ensure employees have access to the training they need to grow their careers with us. 	<ul style="list-style-type: none"> Every employee is eligible to receive up to \$2,000 per year on courses available at recognized education institutions. We have incorporated professional development planning into the annual review and goal-setting process. Full details are available on the intranet.