Message house

Fix the message in one sentence before any design, then give each segment its own reason to care.

How to fill it in

1. The roof: one sentence. If the employee remembers one thing only, what is it?
2. The pillars: three points at most, each one holding up the roof.
3. The foundation: the answer to “what’s in it for me?”, in the employee’s own words.
4. For each segment: the same roof, a different foundation.

The roof One sentence you can say in one breath

The pillars Three points at most

	The point
Pillar 1	
Pillar 2	
Pillar 3	

The foundation What’s in it for me? One answer for each segment, in their words.

Segment	What’s in it for me?
Segment 1	
Segment 2	
Segment 3	
Segment 4	
Segment 5	

Before you move on

- [ ] The roof can be said in one breath. If you need a breath in the middle, it is two sentences: pick one.
- [ ] No more than three pillars, and each one holds up the roof.
- [ ] Each foundation says what changes in that person’s day.

THE RULE

What cannot be said in a sentence will not be understood in four pages.

Source: GoldinKollar method: a rule we use, not the result of a study

Message house

Worked example

The example is made up, to show a filled template. Replace it with your own.

The roof One sentence you can say in one breath

Every team knows its monthly target in the first week.

The pillars Three points at most

	The point
Pillar 1	The target arrives on day one, on one page.
Pillar 2	Managers walk their team through it in ten minutes.
Pillar 3	Visits are logged the same day, so everyone sees progress.

The foundation What's in it for me? One answer for each segment, in their words.

Segment	What's in it for me?
Branch managers	You stop chasing numbers at the end of the month.
Sales reps on the road	You know early what counts, and your visits are seen.
Head-office sales support	You get one clear picture instead of ten spreadsheets.