



Message Mapping Guide

Template
Reference Card

A SYSTEMATIC PROCESS FOR DEVELOPING AUDIENCE-CENTERED COMMUNICATION

Template	Description
Basic 27/9/3	The Basic 27/9/3 template works well in nearly all situations. The majority of templates are based on the Basic 27/9/3.
Bad News	The Bad News template works best in situations where negative news is announced/addressed.
CCO (Compassion, Conviction, Optimism)	The CCO (Compassion, Conviction, Optimism) template is particularly useful when responding to a question indicating a high level of emotion or outrage. It also works in situations where there is high stress and/or low trust in the spokespersons and/or the organization they represent. Remember that during a high stress situation, the number one way to gain trust from stakeholders is by listening, caring, empathizing, and sympathizing.
IDK (I Don't Know)	The IDK (I Don't Know) template works best in situations where a spokesperson either does not know the answer to the question or does not have the authority to answer the question.
KDG (Know, Do, Go)	The KDG (Know, Do, Go) template works best in situations where the stakeholder needs to learn information and then act based on that information.
KGD (Know, Go, Do)	The KGD (Know, Go, Do) template works best in situations where the stakeholder needs to learn information and then act based on that information.
LAG (Logic, Authority, Emotion)	The LAG (Logic, Authority, Emotion) template is particularly useful when the goal is to persuade or encourage upset people to adopt appropriate attitudes, beliefs, or behaviors.
TBC (Trust, Benefits, Control)	The TBC (Trust, Benefits, Control) template works best in situations where there is low trust in the spokesperson and/or the organization the spokesperson represents.