FIGURE 15.2

MAP YOUR MESSAGE WORKSPACE

What's the core statement for this stakeholder group? Make sure it engages them based on their interests and influence. If there is something you are asking for, say so.		
What is the key message you want to convey?		
what is the key message you want to convey?		
What are three supporting points that back your claim?		
Supporting Point 1	Supporting Point 2	Supporting Point 3
•	•	
•	•	
•	•	
•	•	

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