

Identify Core Themes

While stories that generate attention are often complicated, most can be broken down into a half-dozen core topics (or less). With practice, you can identify these root questions quickly. Ask yourself how you want to be remembered on those core topics. That language will help shape your overall positioning and specific key messages. That framework creates a compass bearing that will help to guide your actions and management decisions.

Questions often relate to a limited number of core topics:

- ☐ Trust / Credibility
- ☐ Capacity / Capability
- ☐ Consequences (political / stakeholders)
- ☐ Health and Safety
- ☐ Accountability
- ☐ Other _____
- ☐ Economy
- ☐ Transparency
- ☐
- ☐ Financial Impact
- ☐ Fairness / Justice
- ☐
- ☐ Environment
- ☐ Your Plan / Next Steps
- ☐
- ☐ Due Diligence
- ☐ What has happened?
- ☐

Core Topic	Target Perceptions	Messages
1.		
2.		
3.		
4.		
5.		
6.		
Positioning Statement		