



# 101 guide to building your communication strategy

# Mission, vision, values

## Mission

Your declaration of how and what you work to do every day: It is your battle cry and communicates intent.

## Vision

Your desired future state. An aspirational and inspirational statement: What do you want to be known for in 10 years?

## Values

Your core beliefs. A set of core principles that guide and direct the organization and its culture.



# Audience segmentation

AUDIENCE	THINK	FEEL	DO



# Positioning statement

- A.** Identify who you are ("Company is a ...")
- B.** What you've set out to do ("that...")
- C.** For whom you do it ("for...")
- D.** The problem you uniquely solve ("because")



MESSAGING LITMUS TEST

**Simple**

**Compelling**

**Specific**

**Differentiated**

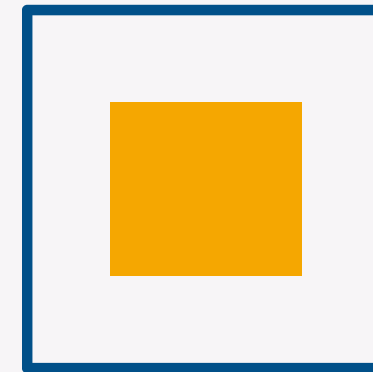
**Defensible**



Simple



Compelling



Defensible



Specific



Differentiated

# COMMUNICATIONS FRAMEWORK

## MISSION

## VISION

## VALUES

## POSITIONING STATEMENT

## KEY MESSAGES

1.

2.

3.

## TARGET AUDIENCES

1.

2.

3.





# Atlas

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