Messaging Worksheet

Our Audiences – Our Story

Internal Government Audiences

Audience	What do they care about?	How do we impact them?	What do they want from us?	What do we want from them?	Challenge	Opportunity/ Focus areas	Key Message
Example: **GAO**	Compliance, risk mitigation, efficiency, minimizing waste	Our work should support their goals, but our pilots are expensive and risky so will draw their attention.	Visibility into: ecosystem, migrations, costs, governance, vision	We want them to endorse/enforce our framework. We want them to do research/ reporting that strengthens our position.	Oversight may take time away from priorities; criticisms could detract from long term vision.	Focus on our comprehensive approach, governance, playbook, and the maturity model	We are building the foundation for transformational change that will lower risk and cost and enhance compliance.

External Audiences

Audience	What do they care about?	How do we impact them?	What do they want from us?	What do we want them to think/do?	Challenge	Opportunity	Key Message
Example: **General Public**	Good stewardship of taxpayer dollars, positive interactions with government	Improve interactions with government, save taxpayer dollars for mission	Efficient government Better services Secure and transparent government	We want them to have a positive/ improved view of government management.	Message unlikely to penetrate/ prevail over the existing view of government operations	Could leverage stories about impact on citizens of improved services. Focus on cost savings and security.	We are driving transformational change in government management that will benefit the taxpayer and make government more efficient.

The Story Continuum

Government Story (Insider/Micro)
(More effective services, more resources for the mission, innovation, reduced risk of failure, impacts on specific community)

Taxpayer Story (Outsider/Macro)
(Better use of tax dollars, maximize the value of taxpayers get from their government, better infrastructure, stronger communities)

GAO/IG

Customer Agencies

Providers

Incoming Political Appointees

Industry

Congress

Government Councils

General Public

Trade Media