

**Primary Messaging Framework**

**Connecting today’s workforce with tomorrow’s demands.**

|  |  |
| --- | --- |
| **The Vision:** The importance of Succession Planning | [What is your agency’s vision and how does succession planning play a part? Describe the succession planning vision, starting at the scope and narrowing down to a level where everyone who reads the message understands the project impact.] |
| **Elevator Speech:** A clear, brief summary to describe the project. | [This communication is used when time allows elaboration on the nuts and bolts of the project and the opportunity to share tools or resources. This should be a five-minute framework that can be easily added to or subtracted from based on time allowed, audience and questions presented.] |
| **One sentence summary:** If you can only say one thing, say this… | [This is your impact line. Make sure it is a well-constructed line or two that highlights the importance of, or the reason for, succession planning at your agency.] |