



*“John Armato engaged staff and board members in a dynamic and rewarding message development process that helped us craft a clear, succinct and powerful position statement. It was an incredible opportunity and one I would recommend highly to others.”*

— Lucy Cabrera, Ph.D., CAE  
President and CEO  
Food Bank For New York City

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Is your organization struggling to figure out how to tell its story?

Are you trying to build participation, consensus, and buy-in among internal audiences for a new brand identity?

Could your organization use greater self-knowledge and consistency in the way it communicates?

***FH Message Lab can help.***

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#### Select FH Message Lab clients

- Center for Practical Bioethics
- Greater Kansas City Community Foundation
- National Children’s Museum
- United States Interagency Council on Homelessness
- VanderCook College of Music

#### Contact

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## FH Message Lab

*Clarity, consensus and consistency through messages that matter*

### Uncover what’s real and what’s meaningful

FH Message Lab is a hands-on, interactive and methodical process designed to generate a suite of insights and language that helps an organization tell its story. It results in an organization's positioning (where it fits in the marketplace) and key messages (what it should say to its main audiences).

### Follow a proven path to insight

The process focuses on the participants’ self-perceptions as a means of facilitating consensus and alignment within the organization. The process includes a proprietary **online prework survey** for participants that emphasizes confidential individual responses, followed by a roughly **half-day facilitated discussion** based on the aggregated responses, and culminates with draft **written deliverables** of the positioning statement, messages and stories. If desired, it can then serve as a foundation for external research and perception-gap and opportunity-gap analysis.

### Adapt it to your unique needs

FH Message Lab is a highly scalable and flexible process. No two sessions are identical and the FH Message Lab team can customize modules to help the organization get the most out of the experience. FH Message Lab is relevant for any organization at a particular “pulse point” in its development, from start-up to merger or acquisition, from strategic refocusing to brand maturity. But ultimately, it is simply for any organization that wants to fine tune how to “tell its story.” The process can be viewed as the start of a continuum that includes message delivery training for key organizational representatives and strategic communications plan development. The process has been used to develop not only positioning statements and key messages, but also mission, vision and values statements; tag lines; and even new brand names.

### Re-energize your organization

In addition to the specific deliverables the organization comes away with (e.g., positioning statement, key messages) it realizes three other benefits:

- **Clarity.** As a result of the facilitated discussion and exercises, organizations and participants have more confidence and focus in what they communicate.
- **Consensus.** Because the process is participant driven, zero-based and guided without judgment, the result is organic to the group, and therefore there is greater agreement among participants as to the organization’s “story.”
- **Consistency.** Clarity and consensus enable consistency. Once people know what they believe and what to say, it becomes natural to bring it to life across the entire organization and in all communication efforts.

At the end of FH Message Lab people come away with new creative energy for applying the results to their upcoming assignments. **It breeds excitement.**