

# STRATEGY > SHIFT MESSAGING FRAMEWORK

How we create a powerful voice that builds your brand

1

## DEEP BACKGROUND

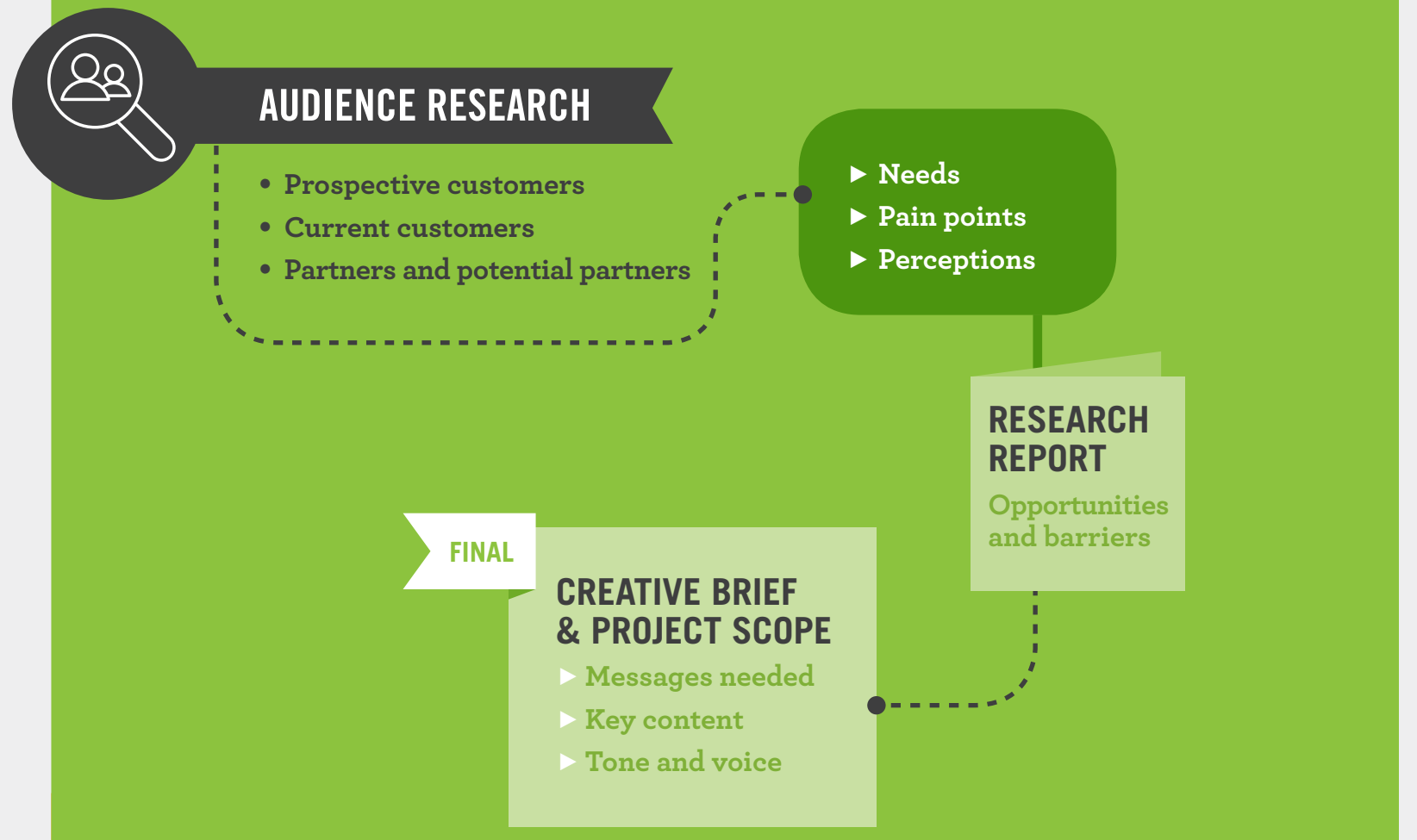
We dive into your perspectives, market position and purpose.



2

## READING THE AUDIENCE

We look at how others see you and what they care about.



3

## CREATING THE LANGUAGE

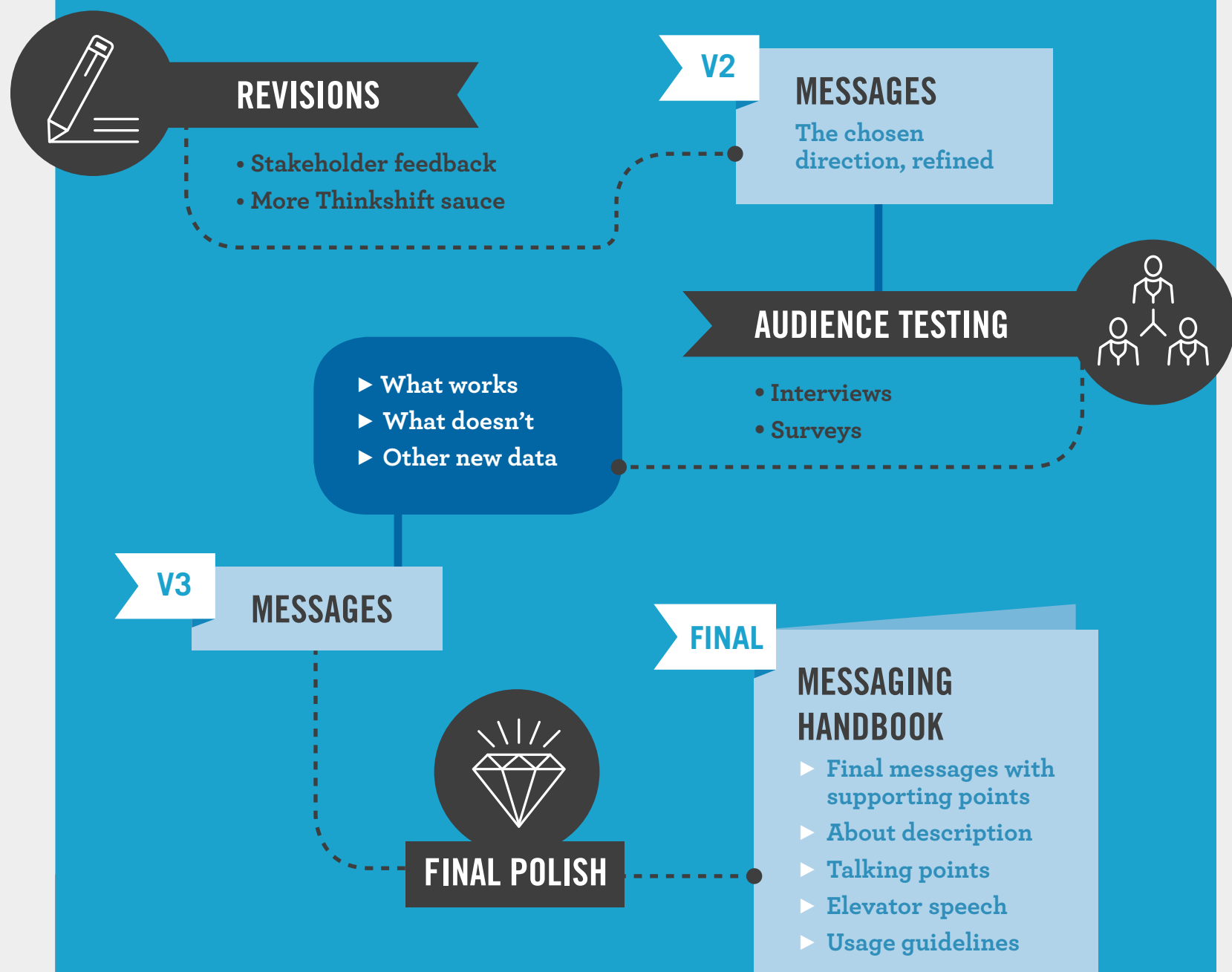
We develop clear, memorable messages that capture what you do and why it matters.



4

## GETTING TO PERFECTION

We collect feedback and polish the messages.



5

## MAKING IT REAL

We help you roll out your platform and make the messages stick.



# A POWERFUL VOICE!