

Company Messaging

Use Rehearsal to ensure every individual within the company can articulate a consistent message.

Challenge

Many organizations are realizing that their employees do not always deliver consistent messaging when it comes to the overall company pitch, value proposition, or go-to market messaging. This inconsistency leads to internal confusion, misrepresentation externally, and even lost opportunities.

Approach

Create company-wide programs with specific scenarios to practice and refine the company messaging. Enable marketing, subject matter experts, and managers to provide feedback ensuring a consistent and polished message delivery.

Benefits

- Ensure clear, consistent company-wide messaging
- Increased employee confidence in delivering company messaging
- External view of company becomes elevated in the market

Applications

- Company Pitch
- Company Value Proposition
- Company Go-to-Market Messaging
- Company Public Earnings
- Company Position on Public Issue
- Company Organizational Change
- Company Acquisition
- Company Goals

Industry Example

A technology and manufacturing conglomerate sought to ensure their employees could speak accurately to what their complex organization does. They use Rehearsal to provide a safe place for practice, resulting in consistent messaging.