



Matthew L. Moseley

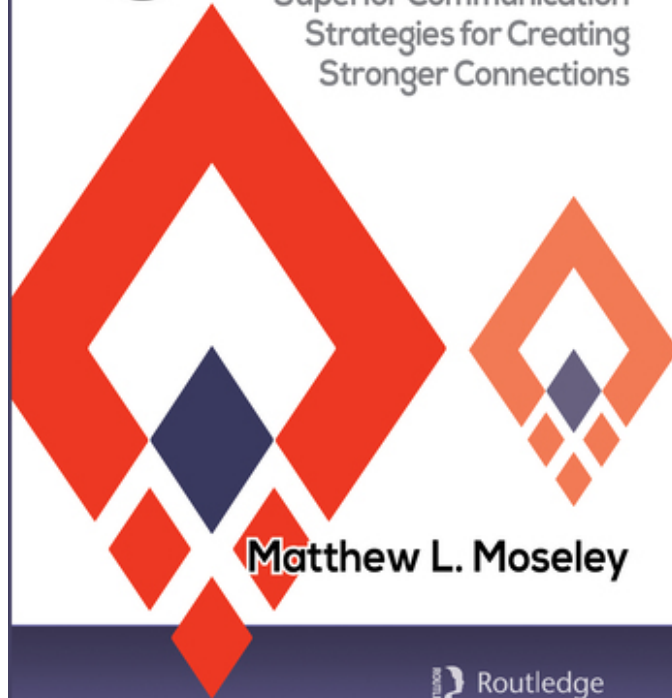


Marketing and Communications Leadership Council

September 28, 2021

Ignition

Superior Communication
Strategies for Creating
Stronger Connections



Matthew L. Moseley

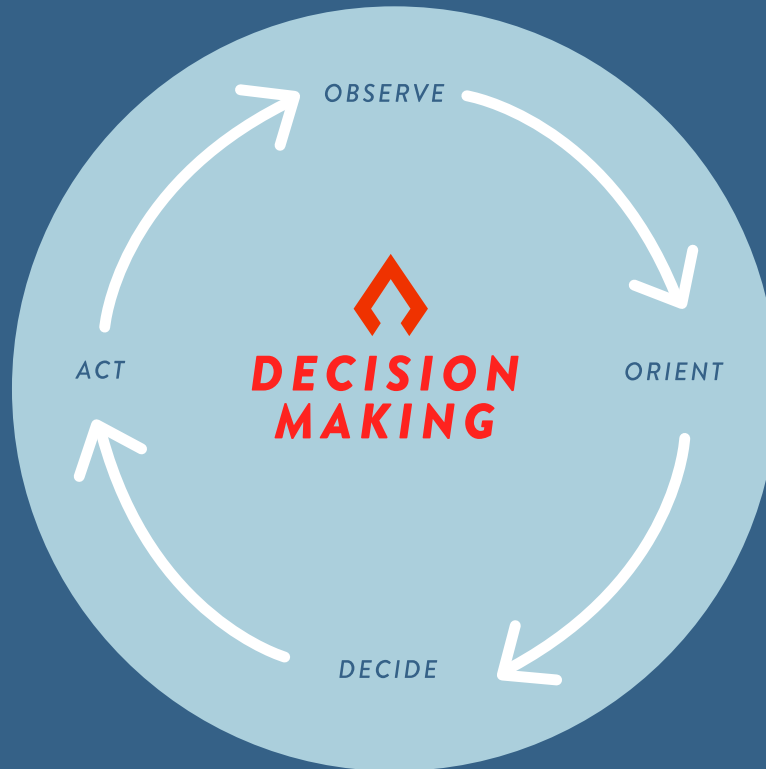
 **Routledge**
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A PRODUCTIVITY PRESS BOOK




**THE ART
OF
CONTROLLING
YOUR
ENVIRONMENT**



THE OODA LOOP



a ride
Vote

e a letter



GETTING TO THE POINT

PEOPLE
TALK LIKE THIS



The Point

LISTENERS RESPOND
TO THIS

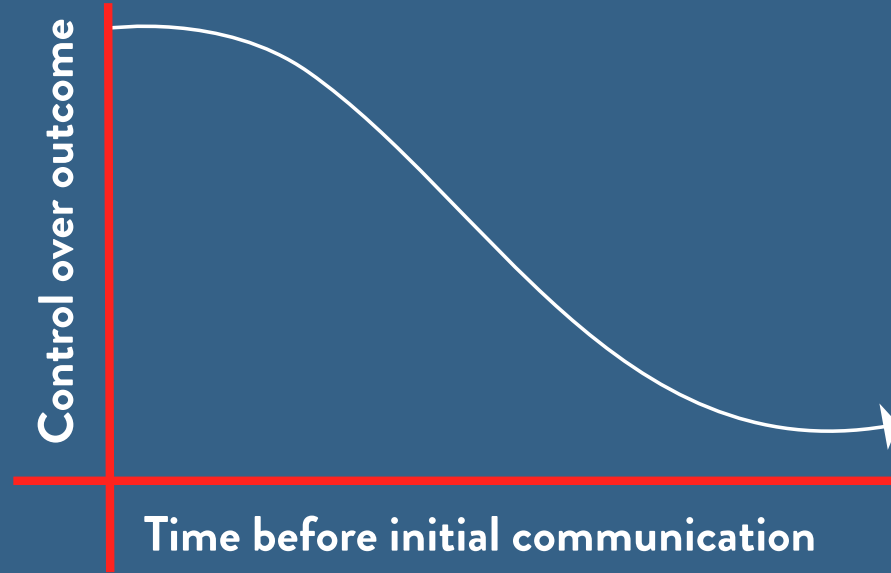
The Point



COMMUNICATION IN A CRISIS

Control over outcome

Time before initial communication



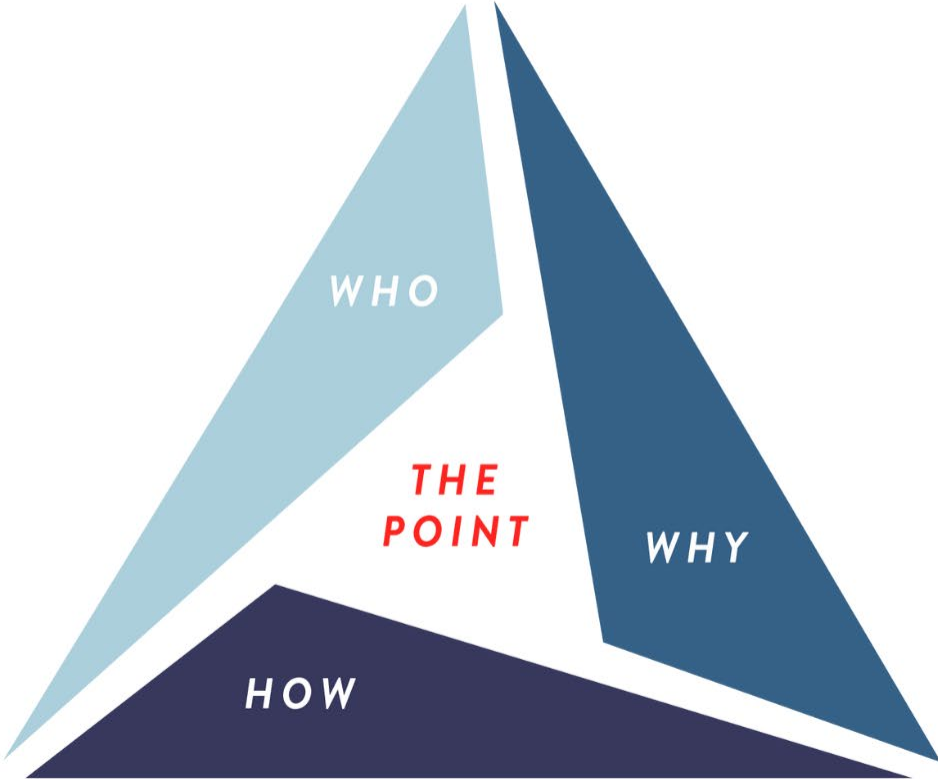
What are we saying?

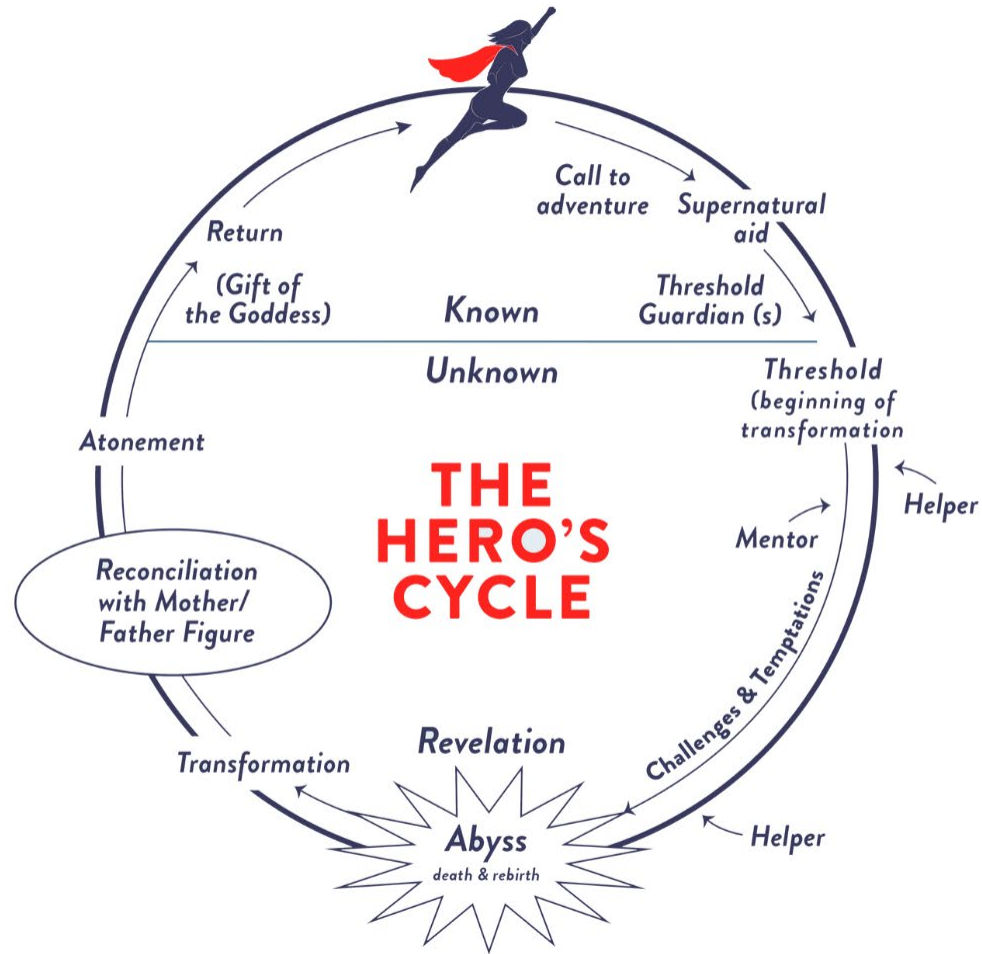
Who are we saying to you?

How are we going to say it?



MESSAGE FRAME





HOLY TRINITY





THE IGNITION COMMUNICATIONS TEMPLATE

Analysis & research

Approach

Goals

Objectives

Storytime

Data is the new beacon, targeting

Tactical execution

Strategy

Implementation

Evaluation





Ignition

STRATEGY GROUP

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