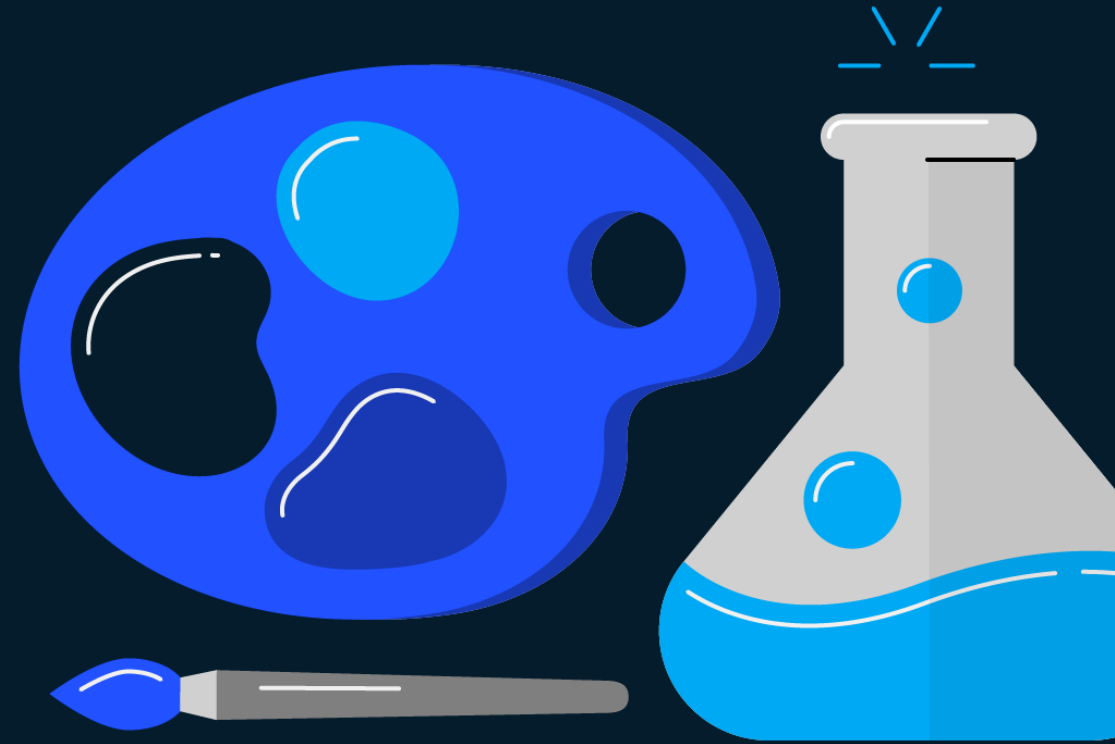


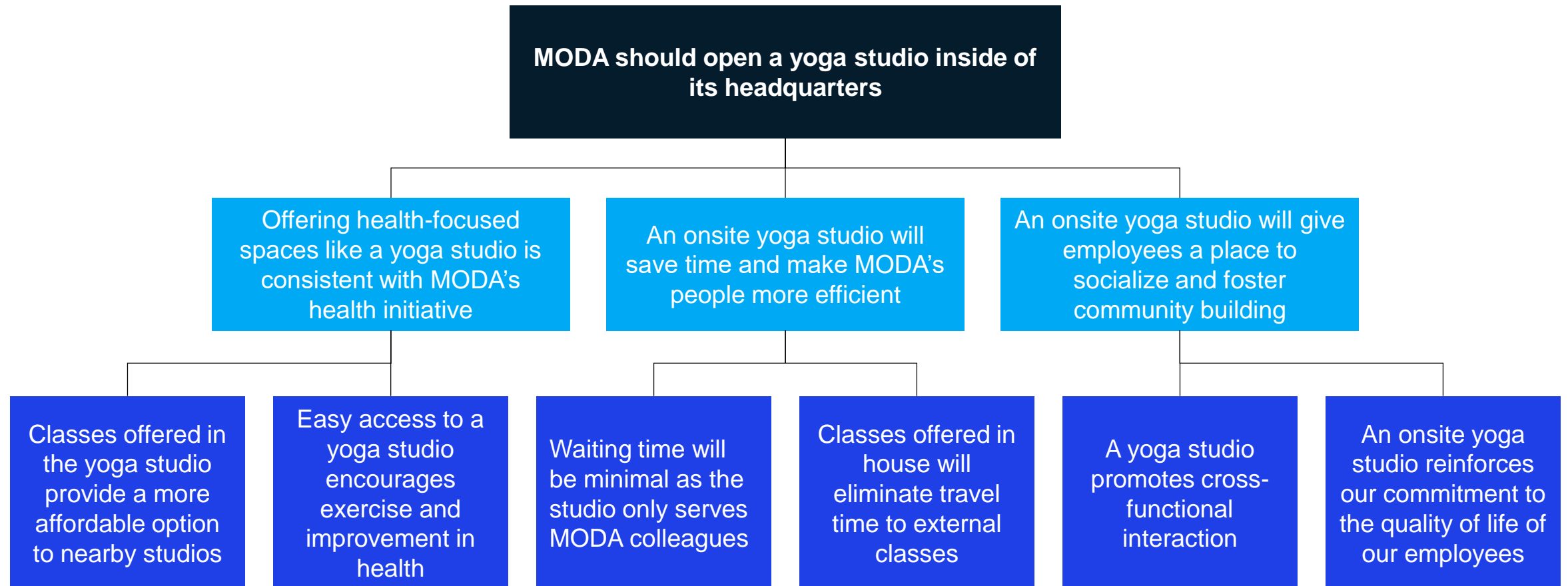
Develop a storyline: MODA pyramid and storyline

Communicating for Impact



MODA Yoga Studio pyramid (1/2)

Illustrative example



MODA Yoga Studio storyline (2/2)

Illustrative example

Start with an introduction that describes the situation or complication your message addresses

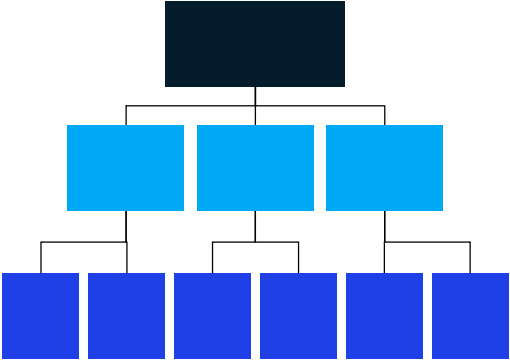
- Introduction**
- In recent years MODA has undertaken an initiative to support the health and well-being of employees. Still research shows that
 - The average number of sick days employees take has increased by 2.4 days/year over the past five years
 - 75% of employees report going to an exercise establishment (e.g., gym, yoga studio, class) 2-3 times per week, citing “convenience” as the primary factor in that choice

Pose the question your message answers

What can MODA do to positively impact all of these metrics and support the health and well-being of employees?

Use your pyramid structure to answer the question and detail your supporting points

- Answer:** MODA should open a yoga studio inside of its headquarters
- **Offering health-focused spaces like a yoga studio is consistent with MODA’s health initiative**
 - Classes offered in the yoga studio provide a more affordable option to nearby studios
 - Easy access to a yoga studio encourages exercise and improvement in health
 - **An onsite yoga studio will save time and make MODA’s people more efficient**
 - Waiting time will be minimal as the studio only serves MODA colleagues
 - Classes offered in house will eliminate travel time to external classes
 - **An onsite yoga studio will give employees a place to socialize and foster community building**
 - A yoga studio promotes cross-functional interaction
 - An onsite yoga studio reinforces our commitment to the quality of life of our employees



Summarize your key points in a succinct conclusion

Conclusion

Opening an onsite yoga studio supports employees’ physical and social well-being and fosters cross-functional cooperation, while advancing the organization’s long-term health initiative