

# Message Map

Call to Action -  
What's Next?

How To - what's in  
it for your audience?

Solution /  
Transforming Insight

Problem

— Gravitas: Communicate with Confidence,  
Influence and Authority by Caroline Goyder

# Problem

What's the challenge your audience are facing?

What do they want to escape from?

Why is solving the problem important and what will it be like for them when the problem is solved?

Make sure you frame the problem in a way that keeps the audience's spirits high.

# Solution / Transforming Insight

Here help the audience to understand how they should commit to the ideas.

Give them practical steps and also motivate them as to why it matters and what's in it for them.

Give examples of how they have helped you or others.

# How To - what's in it for your audience?

What can you offer as ideas to move the audience forward?

What have your transformational insights been when struggling with the problem yourself?

# Call to Action - What's Next ?

What are the action steps you want the audience to take?

Know what you want, make it crystal clear to your audience and make it achievable.