

# 6 Squares Communication Canvas – 1/2

## What is it?

The '6 Squares Communication Canvas' is a practical tool to help you clearly and consistently communicate a product, project, strategy, or change. It's designed to surface the most important points - quickly and simply - in a format that works across presentations, stakeholder communications, and team discussions.

The canvas encourages a shared understanding by answering Five Core Questions and an Optional Sixth Question. These are designed help you shape a narrative, build alignment, and focus attention on what matters most.

## When to Use It


- When you need to explain a change - a new product, a shift in strategy, or a change in process, structure or tools.
- When you're aligning teams or stakeholders.
- When preparing for a presentation or key conversation.
- When repeating a message across different audiences or comms channels.

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# 6 Squares Communication Canvas – 2/2

## How to Use It

1. **Work through the boxes in order** - each section and questions build on the last to create a complete picture. If it's not coherent or congruent when you've finished go round again.
2. **Keep it short and sharp** - aim for clear, simple sentences. Less is more.
3. **Tailor the message** - make sure your answers reflect the audience's perspective. What do they care about? What do they need to understand? Should you be speaking about it at all?
4. **Use it live or ahead of time** - fill it in to prepare for an event or complete it with a group to shape shared understanding. Think about your audience, stay focused for them.
5. **Refer to it and improve it** - reuse it in slides, emails, briefings, or updates. It's designed to be a repeatable reference point, but if it doesn't work - change it using feedback.

 We often jump into detail too quickly, assume shared context, or lose the message in the noise. This canvas cuts through that and communicates to audiences exactly how they will be involved.

<b>Headline</b> <span>1</span>	<b>Where We Are Now</b> <span>2</span>	<b>Emotional Case</b> <span>3</span>
<ul style="list-style-type: none"> <li><i>What are we telling you about? Is it a new or changed product, service, process, system, or organisational change? <b>OR</b></i></li> <li><i>Where are we headed? What's the outcome or state we're aiming for?</i></li> <li><i>What makes this different from what came before?</i></li> </ul>	<ul style="list-style-type: none"> <li><i>What's the story so far - what led us here?</i></li> <li><i>What is the current state - something we can all recognise?</i></li> <li><i>What's missing or not working - why do we need to change?</i></li> </ul>	<ul style="list-style-type: none"> <li><i>How does the current situation affect people day to day?</i></li> <li><i>How does it influence the way we work with others?</i></li> <li><i>What's the impact - what's missing or how does it make us feel?</i></li> </ul>
<b>Intellectual Case</b> <span>4</span>	<b>Next Steps</b> <span>5</span>	<b>In this Session (Optional)</b> <span>6</span>
<ul style="list-style-type: none"> <li><i>What problem are we solving with this change?</i></li> <li><i>Who benefits, how and what value do they gain?</i></li> <li><i>What makes this approach better or different?</i></li> </ul>	<ul style="list-style-type: none"> <li><i>What are the immediate actions we'll take?</i></li> <li><i>Who's involved and what's expected of them?</i></li> <li><i>What role will you play [the person(s) I am speaking to right now]?</i></li> <li><i>When does it start?</i></li> <li><i>When will you hear more?</i></li> </ul>	<ul style="list-style-type: none"> <li><i>What's the key topic, goal, or constraint?</i></li> <li><i>Are we here to discuss, decide, or both?</i></li> <li><i>How will we know we've made progress?</i></li> <li><i>What's likely to happen next?</i></li> </ul>