**Key messaging template**

This template is designed to help you work out your organisation’s key messages. Key messages are the foundation of how you speak about your organisation, so it is very important that these tie in with your organisation’s mission, vision and brand values. List out your brand values and write in evidence supporting each of the points. Make sure that your evidence ties in to your vision and mission. Once you have these listed, you can further refine these into a key messaging document.

**Vision**: (i.e., A Scotland where people with learning disabilities have the same opportunities as everyone else and be supported to achieve these goals.)

**Mission**: (i.e., VIAS enables organisations to support people to achieve maximum independence, choice and control.)

**What we do**: (i.e., We do this through offering quality improvement services including quality checking, training and consultancy to organisations who work with people with learning disabilities.)

**Brand Values**: (i.e., Knowledgeable, effective, challengers, supportive)

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| Knowledgeable. We are knowledgeable because… |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| Effective. We are effective because… |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| Challengers. We are challengers because… |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| Supportive. We are supportive because… |
| 1. |
| 2. |
| 3. |
| 4. |
| 5 |