



Messaging Playbook

 STRATEGIC PATHWAYS



When to use this playbook

The language in this messaging guide should be used **every time** your team talks to your clients. The point of having a messaging guide is to be able to easily answer these questions:

- What do you do?
- How can you help me?
- Why are you better than your competition?

You may already have answers you use for these and other questions. The problem is, your audience gets overwhelmed easily when they aren't immersed in your area of expertise day-in and day-out. **They can't easily decide to hire you if they feel overwhelmed.** Perhaps you've felt that way yourself when you set out to buy a product or service that you aren't very familiar with.

Your customers want you to show them you understand *their* needs. That's why this guide, and every conversation you have with them, should start with statements about **them** not **you**, and should remain **brief** and **simple**.

This playbook gives you clear statements you can use to explain what you do and why it's the right choice for your customers. You can use the statements again and again, in person, on the phone, via email and on social media.

Keep this playbook handy, and make sure everyone on your team who talks to clients has a copy. When your message to your customers and prospects is concise and powerful, you are much more likely to close the sale, and keep them coming back for what you have to offer.



Your Customer: what they want

As a business owner, what you don't know about your company is your biggest risk. Strategic Pathways Corporate Coaching offers **organizational diagnostics**. We give you the unvarnished truth about what is happening in your company day-to-day.

Also:

- Executive leaders do not get the full story about what is happening in their own business. This is not your fault. Your allies within your business want to help and support you. Your subordinates naturally want to please you. This leads to an edited version of events reaching your desk.
- Without a clear picture of what is happening within your business, it's impossible to make the best decisions *for* your business.
- Strategic Pathways' proprietary interview system gathers the intel you need to truly assess your organizational landscape, identify opportunities and determine any change of course that may be necessary.



The Problem

What is your customer going through that only you can solve?

External: Why they need your help

Executive leadership teams understand that culture is important. They may even enlist the help of employee engagement surveys and other measures to assess and improve culture. What bosses aren't doing is ***asking the right people the right questions*** to get the unvarnished truth about what is going on in their organization.

Internal: How it makes them feel

It is incredibly frustrating to go through the motions of trying to improve culture and engagement, and know you're still not getting it right. Some leaders are totally clueless. They believe their culture is fine, and their team is as committed to the same overall vision as the leaders are. It's devastating to learn that team members are sitting on information that could be crucial to building a better organization. All of this could be avoided with proper diagnosis of what is ***really going on*** within the business.

Philosophical: Why it's just plain wrong

It's just not right that businesses are spending tens of thousands of dollars on employee engagement programs and team building programs, only to remain disconnected, with suffering performance. It takes an immensely skilled coach to unlock what is really going on within an organization. Strategic Pathways has 30 years of experience helping businesses do just that.



The Guide

Why are you “the Guide,” the only person who can solve your customer’s problems?

Gathering the Data that Lets You Make Decisions

For 30 years, the Strategic Pathways team has been specializing in organizational diagnostics. By assessing the members of a team using its proprietary interview technique, it gives leaders the most current, accurate and reliable information about what is going on in the business. Key decision makers can use this information to identify opportunities and see where shifts are necessary.

Habits Coach

Rael Kalley is a sought-after Habits Coach. While most executive coaches and corporate trainers go after ***behaviour*** as the driver of results, Rael focuses on the ***habits*** that drive that behaviour. When we change our habits, everything changes.



Happy Ending

What does success look like for your client?

- They understand the true feelings and motivations of their staff.
- They communicate successfully and effectively with their team.
- The team feels heard and empowered.
- They have strategic plan that focuses on goals uncovered during the diagnostic process.
- They were able to head off potential problems uncovered during the diagnostic process.



Unhappy Ending

What does failure look like for your client?

- They have a high number of low performing employees, who do not feel heard or respected.
- They have a high rate of turnover and/or have difficulty with their hiring and recruiting process.
- Their goals are not rooted in the true capabilities or commitments of their team.
- They seem to waste a lot of time dealing with unexpected problems or challenges.



Answering “What do you do?”

Long Version

“I run a business called Strategic Pathways. We help our corporate clients learn the unvarnished truth about what is happening in their business with our proprietary interview process. By interviewing staff throughout the business, we build a complete diagnostic assessment. From there, we can determine the organizational landscape. This is often the first time a business owner has had a candid look at what their employees really see, feel and believe. Once the diagnostic assessment is complete, we help the leadership team identify opportunities and determine shifts that may be required.”



Answering “What do you do?”

Short Version

“I run a business called Strategic Pathways. We help our corporate clients learn the unvarnished truth about what is happening in their business with our proprietary interview process. Once our diagnostic assessment is complete, we help the business owners identify opportunities and determine changes that may be required.”



Taglines

What you don't know about your company is your biggest risk.

Leverage your greatest resource: your people.

Change your habits, change your business.

You can't fix what you don't acknowledge, you can't acknowledge what you don't know.