

# Communication Campaign Talking Points Worksheet

## Workforce Rangers Talking Points-

### Controlling Idea

*What is the MAIN point you're trying to prove to be true? Keep it short, interesting, and memorable.*

**You (Your kids/students/members) can go places (you've never dreamed) with a career in heavy highway construction**

**You (Your kids/students/members) can build the life you want by starting/exploring a career in heavy highway construction**

**You (Your kids/students/members) can build the life you want/a life you love with a career in heavy highway construction.**

### Story Question

*What question do you want people asking themselves as they interact with your communications?*

**Where could a career in heavy highway construction take me (your kids)?**

## Agitate the Problem

### External

*What is a problem relevant to your communication campaign?*

**When you're (Your kids/students/members are) thinking about your future, there are so many things you *could do*, it's sometimes tough to know what to do. (lean hard into want)**

**You (Your kids/students/members) want your first job out of school to be a great step toward your dream. But there are so many paths you *could take*, it's tough to know where to start.**

**When you're (Your kids/students/members are) choosing your future, there are so many ways you could go, it's hard to choose one road.**

**Life can take you down many different roads, but the problem is, you don't know where**

#### BONUS IDEAS:

When you want to build a future for yourself, it can be tough to know where to start.

- Stats on college vs not college; not going to college but want a career
- # of jobs in construction industry
- Where's the break even point
- Stories of people that started as labors (VP of the company story)
- This # of kids *never* use their college degree (vs on-the-job, actionable training)
  - Get paid to learn your career vs spend tons of money (you prob don't have) to get a degree you might never use
- Show more than tell
- *There's no way I'm going to college...how do I build a career better than what I think I can get now?*
- First job to be a step to their dream job
- Their opinions are changing all the time...they want to try things to figure out what they want to do
- Start gaining experience and then go a whole bunch of different ways - sales, marketing, in a lab, mechanic, in the field, leadership
- It's hard because you don't know what you want to do, you have a general idea, but you're overwhelmed by the options so it's hard to choose
- Hit the ground running
- College is a time where you go to figure it out...what if you could figure it out while opening doors and getting paid well
- I need to get out and get experience and do stuff



- A bunch of different on-ramps

**When you're (Your kids/students/members are) thinking about your future, there are so many things you *could do*, it's sometimes tough to know what to do. (lean hard into want)**

**You (Your kids/students/members) want your first job out of school to be a great step toward your dream. But there are so many paths you *could take*, it's tough to know where to start.**

**When you're (Your kids/students/members are) choosing your future, there are so many ways you could go, it's hard to choose one road.**

**Life can take you down many different roads, but the problem is, you don't know where many of them are headed.**

**It's tough to make choices/know which road to choose when you don't know exactly where you're headed.**

Overwhelming

## Internal

*How is that making your audience feel?*

**Overwhelmed** by all of the options, so it's hard to choose  
**Uncertain:** tough to know where to start

## Philosophical

*Why is it "just plain wrong" for your audience to be burdened by this problem?*

**You (Your kids/students/members) need to be confident your future is full of opportunities and won't be leading you to a dead end.**  
**It's tough enough to make a choice; you (Your kids/students/members are) shouldn't worry that where you're headed may lead you to a dead end.**

## Stakes

*What can be won or lost if we do or do not complete this objective?*

### Success

- **The future of your dreams**

### Failure

- **a bunch of dead ends, delayed success**

## Meets a Guide

### Empathy

*What statement can you make to demonstrate you understand your audience's problem?*

**We get it. We know how hard it is to find your path.**

### Authority

*What statement can you use to demonstrate authority (competency)?*

**We've partnered with more than 240 member companies and organizations to create not just jobs, but careers with limitless flexibility to build your own successful journey.**

We've created 5 flexible journeys to career success that can match your interests and skills

We have partnered with more than 240 companies to create hundreds of paid internships

(Emphasize flexibility and ability to go in different directions to build the life you want)

"I didn't know what I wanted to do...but it was really refreshing that I had so many choices once I got here and I could still stay in the industry even though I wanted to move up"

Flexibility to choose your own path and move around in the industry once you've started

## Who Gives Them a Plan

*What three steps can you give your audience to show them where you want them to go? How will we get from here to there? What's a simple plan people can follow to meet the objective?*

### **PARTNER**

- Schedule a meeting to set up a partnership plan today
- We'll design customized events or education opportunities to support your students together
- Experience what it is like to change more lives and help more dreams come true

### **STUDENT (PROSPECT EMPLOYEE)**

- Explore the road that is right for you
- Take our career path quiz
- Start building the career/future of your dreams

### **STUDENT (PROSPECT EMPLOYEE)**

- Take our career path quiz
- Get boots-on-the-ground experience
- Start building the career of your dreams

## And Calls Them to Action

*What do you want the audience to do to participate in the campaign? (People will go where you tell them to go.) Give the audience a chance to buy in on your objective. Ask them to put skin in the game.*



**STORYBUILT**  
GROWTH STRATEGY & MARKETING

**PARTNER**

Develop a partnership plan today

**STUDENT (PROSPECT EMPLOYEE)**

Take the career path quiz

## **Foreshadow the Climactic Scene**

*Give the audience a vision they can head towards, where the conflict is resolved and the vision is accomplished.*

1. *Make it visual. Can you picture it? (“We’re going to put a man on the Moon.”)*
2. *Make it specific. There’s a point in time in which it happens.*

**Imagine driving over a road with your family and saying, “I built this.”**

## **Formula for a Compelling Speech/Presentation**

- 1. Problem**
- 2. Controlling Idea**
- 3. Story Question**
- 4. Agitate the Problem**
- 5. Define the Stakes**
- 6. Guide**
- 7. Plan**
- 8. Call to Action**
- 9. Foreshadow the Climactic Scene**
- 10. Repeat the Controlling Idea**
- 11. Repeat the Call to Action**