In Search of Clarity

From storyline to pack

Clarity**College**

You need to master the pack as a key communication tool

1.   Use the storyline to drive content

2.   Ensure it is signposted effectively

3.   Make sure the visuals are great

4.   Sweat the small stuff to make it sing

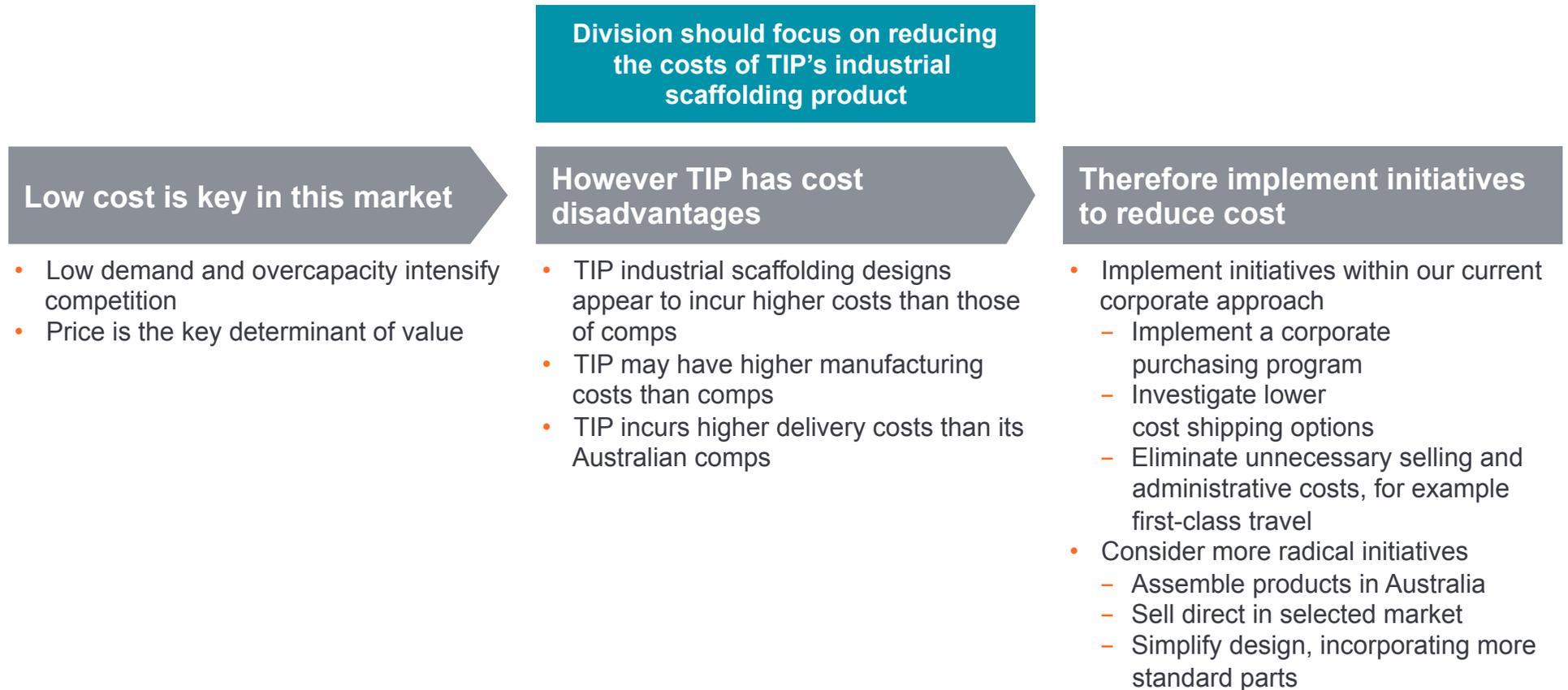**Context** Transylvanian Industrial Products, Inc. (TIP) is currently pursuing a strategy for worldwide expansion. Essential to this expansion is the performance of TIP's Equipment Division in the Australian market.

Trigger The Division has had only limited success in Australia, particularly in the industrial scaffolding market. You have asked us to examine the reasons for the Division's poor performance as a basis for identifying improvement opportunities.

Question What should TIP do?

Division should focus on reducing the costs of TIP's industrial scaffolding product

Low cost is key in this market

- Low demand and overcapacity intensify competition
- Price is the key determinant of value

However TIP has cost disadvantages

- TIP industrial scaffolding designs appear to incur higher costs than those of comps
- TIP may have higher manufacturing costs than comps
- TIP incurs higher delivery costs than its Australian comps

Therefore implement initiatives to reduce cost

- Implement initiatives within our current corporate approach
  - Implement a corporate purchasing program
  - Investigate lower cost shipping options
  - Eliminate unnecessary selling and administrative costs, for example first-class travel
- Consider more radical initiatives
  - Assemble products in Australia
  - Sell direct in selected market
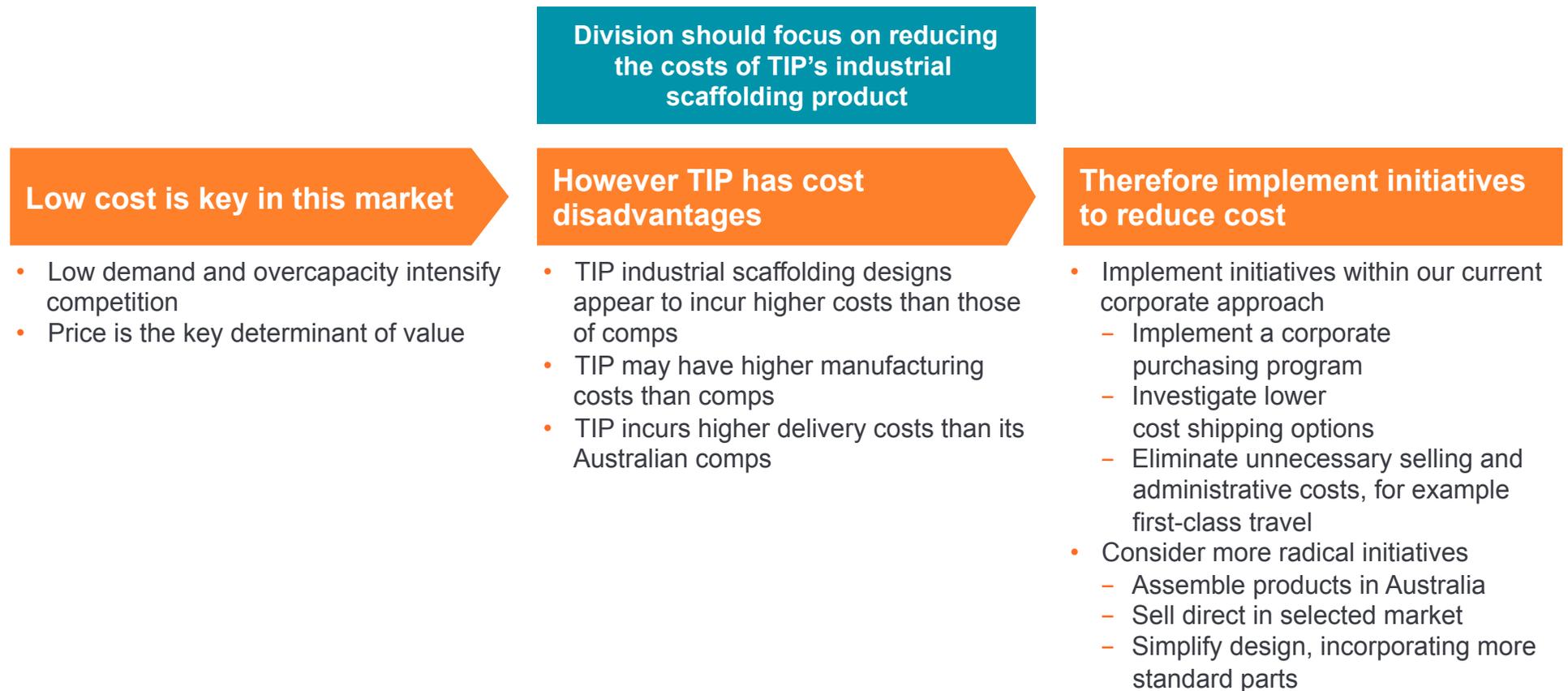 - Simplify design, incorporating more standard parts

The top line argument drives the pack structure 1. Storyline

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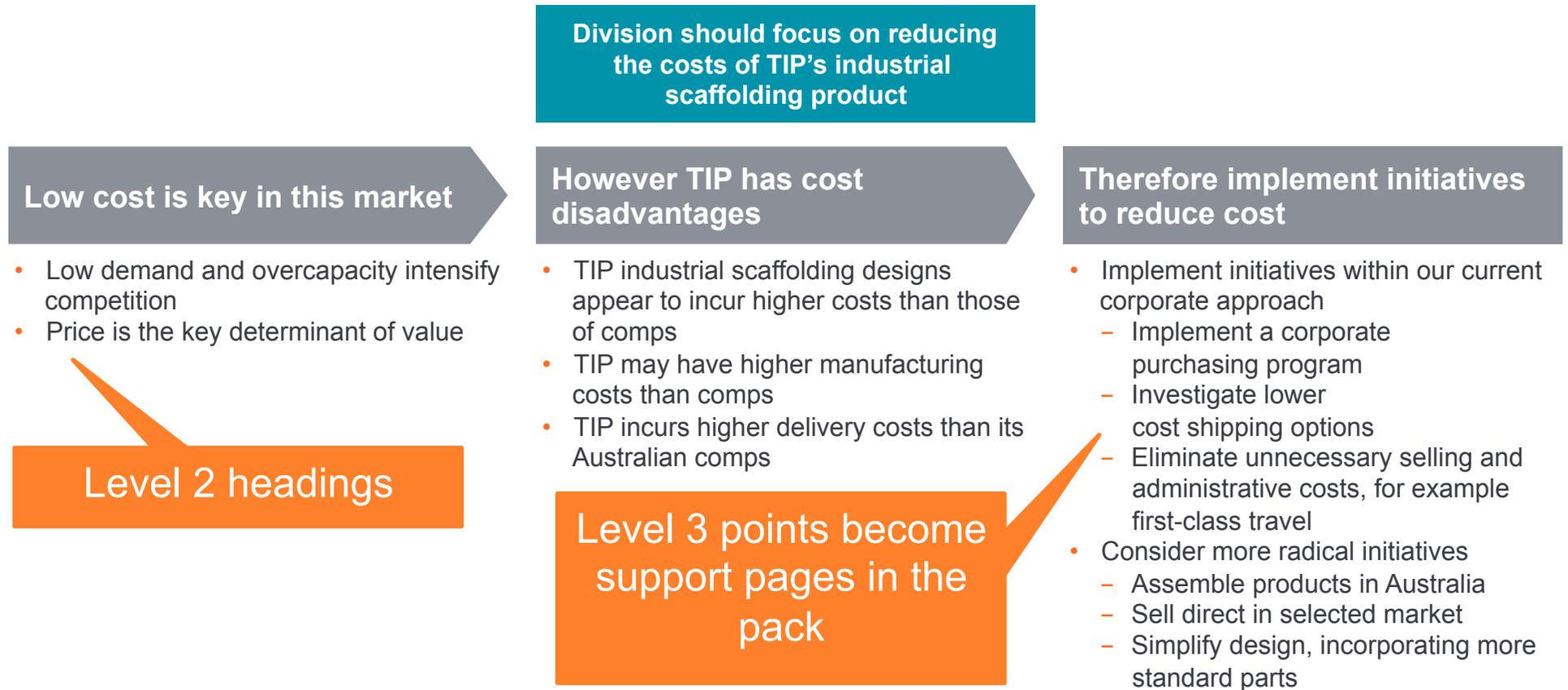
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Dot points outline sections and charts

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Level 2 headings

Level 3 points become support pages in the pack

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The pack must be easy to follow

- Provide a meaningful cover

- Ensure it has a context setting page

- Use the storyline to provide an executive summary

- Use the storyline to track your way through the pack

ClarityCollege In Search of Clarity

Storylines drive pack structure

Competing successfully in Australia

TIP

February 2015

Introduction

- Context
- Trigger
- This package ….

- Low demand …
- Price is key …
- TIP design costly …
- TIP manufact. costly …
- TIP delivery costly …
- Implement modifications …
- Consider radical change …

Price is key …

Low demand …

- Low demand …
- Price is key …
- TIP design costly …
- TIP manufact. costly …
- TIP delivery costly …
- Implement modifications …
- Consider radical change …

TIP design …

Quote

TIP manf. costs …

TIP delivery Costs …

- Low demand …
- Price is key …
- TIP design costly …
- TIP manufact. costly …
- TIP delivery costly …
- Implement modifications …
- Consider radical change …

TIP should …

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Charts make packs and must be clear

1. Is there plenty of **white space**?

2. Is there **one message**

3. Does the chart read left to right and top left to bottom right

4. Is everything on your slide sourced?

5. Is there too much text – a **text box longer than 5 bullets**?

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Ten-Point Test: Storylines   4. Sing

Is the introduction right?

1. Is the context right - does the storyline start in the right place in time?

2. Does the trigger describe the reason you are communicating with this audience right now?

3. Is the question really the single question we want to answer?
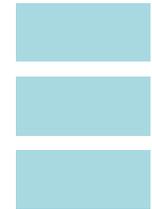
Is there one clear, powerful Governing Idea (Answer)?

4. Is there one Governing Idea?

5. Is it powerful – does it include the 'kicker' and does it synthesise (not just summarise)?

Is the supporting storyline robust?

6. Is the key support for the governing idea logically sound - a grouping or deductive?

7. Are the second and third level support logically sound - grouping or deductive?

8. Is the storyline MECE (categorised well and enough evidence) at every level?
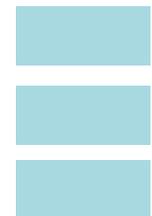
Does it meet the audience needs?

9. Does it meet your audience needs and concerns?

10. Does it suit their "style" – type and level of support?

Total / 10

Ten-Point Test: End Products   4. Sing

Are all the overall storyline components in place?

1. Is there a clear overall context and trigger?

2. Is the overall Governing Idea clearly stated?

3. Is the high level support for the governing idea logically sound – a grouping or deductive?

4. Is the storyline MECE (categorised well and enough evidence)?

Does each section/chapter work?

5. Is there a context, trigger and governing idea?
6. Is the supporting logic within each section solid

Does the document 'sing'?

7. Is the signposting clear (trackers, transitions)?

8. Do the headings tell the story rather than just announce topics?

9. Are the visuals right and 'clean'?

10. Is the language clear – meeting best practice Plain English standards?

Total / 10