

**DA DATA
ADVANTAGE**
**Communication
Statement**

Grow your business with data

The Communication Statement

Your guide to eliminate confusion and focus on what matters most.

How do you begin?



Print as many copies as you like. The communication statement is free for you to use over and over.



Fill out the communication statement. If you need guidance along the way, you can get instant access to our online video courses at dataadvantage.tv.



Finally, discuss and review the communication you've created with your board, leadership, and teams. Remember, creating multiple communication statements for discussion and review is encouraged. Often collaboration is needed to ensure you select a statement that eliminates confusion and helps you grow your business with data.

Reach out if you would like to connect. [Send us an email.](#)

Sincerely,

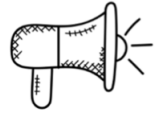
Zack & Michael | Founders | Data Advantage LLC

For:

By:

Version:

Date:



Communication Statement

A _____
Audience (decision-making role or position)

who needs to _____
Outcome (or Benefit/Tactic relevant to Audience)

sees _____
Fact (pertinent information)

understands _____
Insight (awareness for an optimized decision)

so they can _____
Action (desirable Audience response)