

MESSAGING HOUSE TEMPLATE

[See example here.](#)

define:

Umbrella Statement			
Key Messages			
Proof Points - Sustainability <ul style="list-style-type: none">•	Proof Points - Growth <ul style="list-style-type: none">•	Proof Points - Industry <ul style="list-style-type: none">•	Proof Points - Team <ul style="list-style-type: none">•

