

The Foundational Messaging Blueprint

Building Communication That Endures

**A practical framework inspired by one of history's
most enduring examples by design.**



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The Six-Step Framework

This framework translates the underlying structure of the Declaration of Independence into a practical guide for modern communicators. It is not about political messaging or historical replication. It is about creating clarity in any message that needs to be understood and sustained.

Step	Purpose
Step 1	Define the Communication Moment
Step 2	Establish Shared Principles
Step 3	Build Context Before Conclusion
Step 4	Present Evidence or Supporting Points
Step 5	State the Central Message Clearly
Step 6	Close with Direction or Continuity

Audiences rarely absorb information in isolated pieces. They build understanding through sequence. By establishing purpose, providing context, supporting ideas with evidence, and concluding with clear direction, communicators help audiences follow the message rather than assemble it themselves.

Purpose → Principles → Context → Evidence → Message → Direction

Build Your Message

Use the prompts below to build your own message. Rather than starting with a blank page, work through each step in sequence to create communication that is intentional, structured, and easy to understand.

Step 1: Define the Communication Moment

Before writing anything, identify:

- What is changing or being introduced?
- Why does this matter now?
- What perspective or behavior needs to shift?

Outcome: A clear purpose statement grounded in timing, relevance, and intent.

Notes:

Step 2: Establish Shared Principles

Begin with what your audience can recognize as true, relevant, or foundational.

- What values or beliefs do we already share?
- What assumptions can be aligned early?
- What is universally relevant, regardless of role, audience, or perspective?

Outcome: A stable foundation that creates alignment before details are introduced.

Notes:

Step 3: Build Context Before Conclusion

Resist the urge to lead with the message itself. Instead:

- Provide background or current conditions
- Explain what is driving the need for this message
- Clarify why this conversation is happening now

Outcome: Audience readiness to receive meaning with clarity and relevance.

Notes:

Build Your Message

Use the prompts below to build your own message. Rather than starting with a blank page, work through each step in sequence to create communication that is intentional, structured, and easy to understand.

Step 4: Present Evidence or Supporting Points

Structure information in a way that builds credibility and understanding:

- Be specific, not abstract
- Group related ideas together
- Ensure each point logically supports the next

Outcome: A clear, structured flow that reinforces the message.

Notes:

Step 5: State the Central Message Clearly

Now articulate the core idea:

- What is the key takeaway?
- What should the audience understand, believe, or do differently?
- What decision, shift, or awareness is being invited?

Outcome: Clarity without ambiguity or interpretation gaps.

Notes:

Step 6: Close with Direction or Continuity

End with what comes next—not as instruction, but as orientation.

- What changes as a result of this message?
- What continues beyond this moment?
- How should this message be carried forward?

Outcome: A sense of continuity, direction, and forward movement.

Notes:

About the Framework

The Core Principle Behind the Framework

The strength of effective communication is not in how it is said, but in how it is built.

When structure is intentional:

- Meaning becomes easier to follow
- Complexity becomes more manageable
- Messages become more resilient and memorable over time

This is the same principle reflected—intentionally or not—in one of the most influential documents in modern history.

Applying the Framework

The examples on the next two pages illustrate how the Foundational Messaging Blueprint can be applied across different communication scenarios. While every message is unique, the same principles of structure, clarity, and purpose can help create communication that is understood, trusted, and remembered.

Remember: The most effective messages are not simply written—they are intentionally built. Start with purpose, organize with structure, and communicate with clarity.

Example 1: Internal Communication

Scenario: Introducing a new employee performance review process.

Step 1: Define the Communication Moment

- **What is changing or being introduced?** A new performance review process is being implemented.
- **Why does it matter now?** The current process is inconsistent across departments and no longer supports organizational goals.
- **What perspective or behavior needs to shift?** Employees should understand that the new process is designed to create greater consistency, transparency, and development opportunities.

Step 2: Establish Shared Principles

- We all want employees to succeed.
- Fairness and consistency are important across the organization.
- Constructive feedback helps people grow.

Step 3: Build Context Before Conclusion

Explain that employee feedback, leadership input, and organizational growth highlighted the need for a more consistent evaluation process.

Step 4: Present Evidence or Supporting Points

- Current practices vary significantly across teams.
- Employees requested greater clarity around expectations.
- Managers need a more consistent framework for coaching and development.

Step 5: State the Central Message Clearly

Beginning next quarter, the organization will implement a standardized performance review process designed to improve consistency, transparency, and employee development.

Step 6: Close with Direction or Continuity

Provide implementation timelines, available training, and where employees can ask questions throughout the transition.

Example 2: External Communication

Scenario: Announcing a new sustainability initiative to customers and community stakeholders.

Step 1: Define the Communication Moment

What is changing or being introduced? The organization is launching a company-wide sustainability initiative.

Why does it matter now? Customers, employees, and communities increasingly expect organizations to demonstrate environmental responsibility.

What perspective or behavior needs to shift? Stakeholders should recognize that sustainability is becoming a long-term business commitment rather than a one-time campaign.

Step 2: Establish Shared Principles

- Responsible stewardship benefits everyone.
- Long-term success depends on sustainable business practices.
- Transparency builds trust with customers and communities.

Step 3: Build Context Before Conclusion

Describe why the initiative was developed, the organization's long-term goals, and the factors driving this strategic investment.

Step 4: Present Evidence or Supporting Points

- Specific environmental goals and commitments.
- Planned operational improvements.
- Partnerships that support measurable progress.
- How results will be reported over time.

Step 5: State the Central Message Clearly

The organization is making sustainability a core part of its long-term business strategy through measurable actions and transparent reporting.

Step 6: Close with Direction or Continuity

Invite stakeholders to follow progress, learn more about the initiative, and continue the conversation as new milestones are achieved.