

The “Know, Do, Believe model” for message development

To craft effective company messages, it’s helpful to keep the **desired end-result in mind**. The **KNOW-DO-BELIEVE** communication model helps leaders and all content contributors determine and craft meaningful messages.

The model is based on the teachings of Stephen Covey.



Using the Know, Do, Believe model for message development

Messages do not always have all three Know, Do, Believe impact components.

Start with the end (objective) in mind. See sample in first row.

CONTENT DELIVERABLE	OBJECTIVE (desired end result)	KNOW	DO	BELIEVE/FEEL
Financial update email from CFO to all employees	<ul style="list-style-type: none"> • Strategic Alignment • Engagement of employees with cost reduction • Improved performance 	<ul style="list-style-type: none"> • We're meeting goals; etc. • Areas we face challenges... • Understanding financial decisions 	<ul style="list-style-type: none"> • Watch for cost-saving opportunities • Reduce overtime 	<ul style="list-style-type: none"> • Company is growing, stable • I'm kept informed • I play a role in results