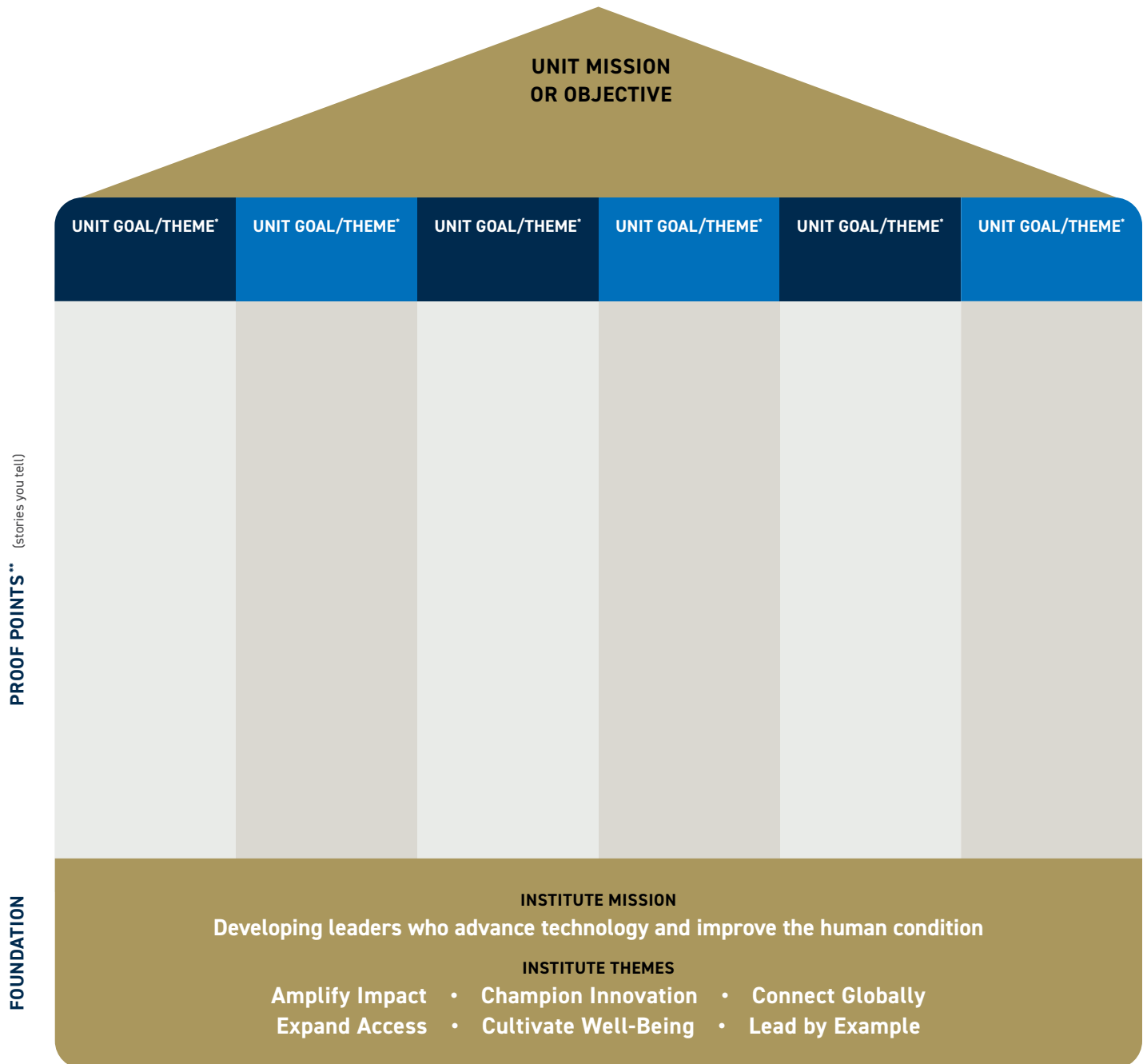


Unit Level Message House Template



The message house framework offers a set of pillars to guide content planning and creation. Each unit should build a **message house** and narrative that reflects their unit strategy and is underpinned by the Institute strategy.



* Note that not all unit strategic plans will have exactly six unit goals. ** Your team will add relevant proof points throughout the year.