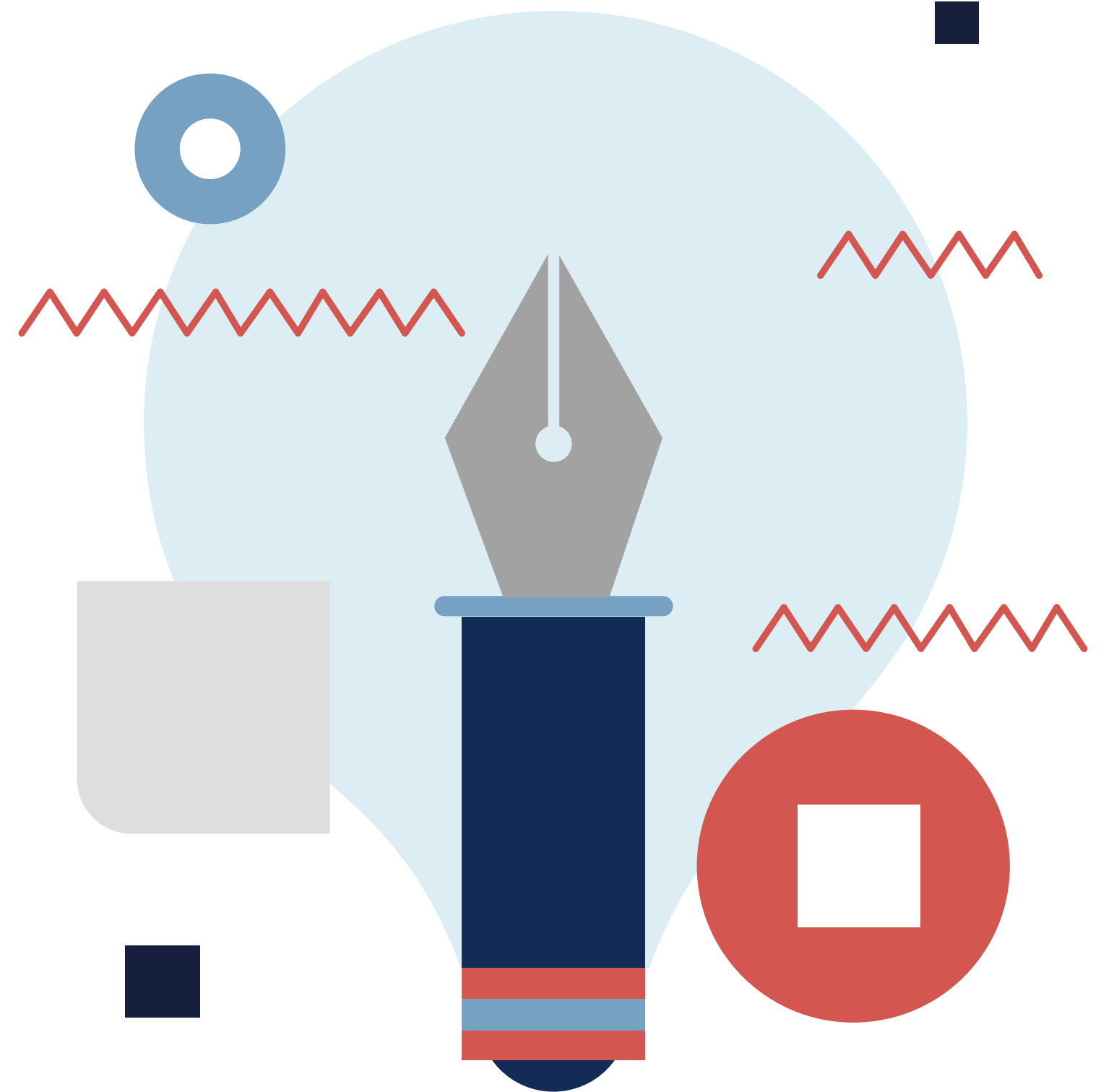




Multi-Voice Messaging Framework

Get your thought leaders to tell a consistent story without diluting their individual voices.

Audiences don't want more noise—they want real expertise, delivered through a voice they can trust. This framework helps align your thought leaders without stripping away what makes each one stand out.



How to Use This Framework

01

Fill out the
Narrative Spine
first.

02

Assign Message
Lanes to each
thought leader.

03

Customize
Tone Sliders
collaboratively
with each leader.

04

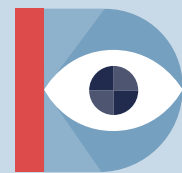
Confirm Proof &
Risk rules before
publishing

05

Revisit Metrics
every quarter to
refine alignment.

The Narrative Spine

The core messages that every piece of thought leadership should reinforce. Use this to define the non-negotiables of your brand story.



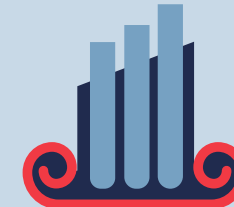
Market POV:
What's broken in your market that needs fixing?

Example: "B2B marketing has over-indexed on automation and under-invested in clarity."



Company Thesis:
How your organization uniquely addresses it.

Example: "We help teams turn complex operations into clear growth engines."



Core Pillars (3–4):
The repeatable themes every voice should reinforce.

Example: Authentic expertise, operational transparency, measurable impact, continuous learning

QUICK TIP:

Review quarterly.
If a new initiative doesn't fit a pillar, either re-frame it or evolve your spine.



Message Lanes by Role

Map out who talks about what, and why.



PROMPT:

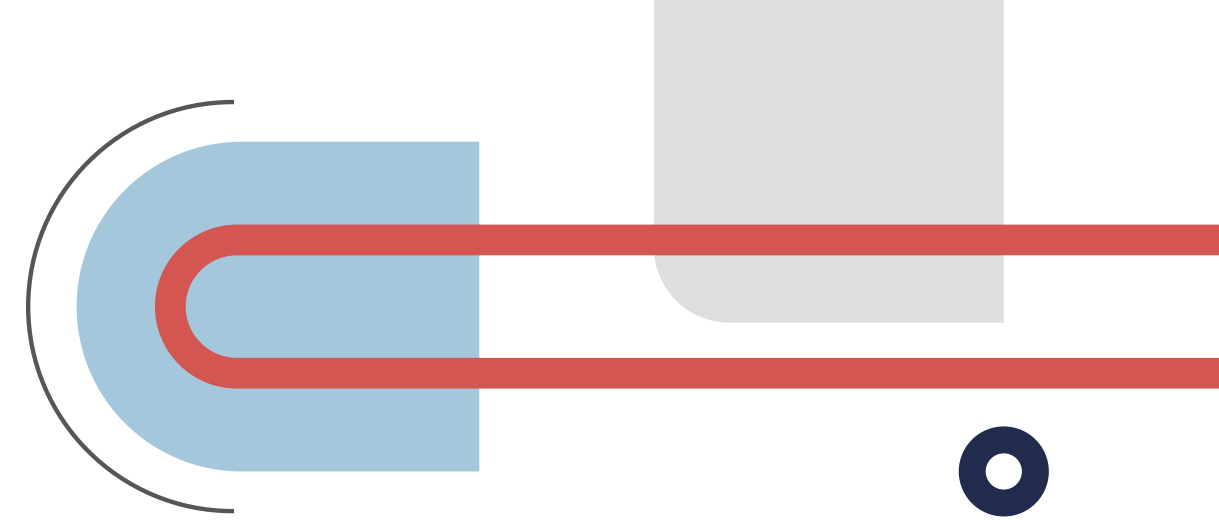
Which voices are missing—and who already has the trust and attention of your audience?

ROLE	PRIMARY TOPICS	GOAL OF VOICE	SUCCESS METRICS
CEO / Founder	Market POV, vision, culture	Establish credibility, attract talent	Earned media, speaking invites
RevOps / Growth / Sales Enablement	Systems, measurement, enablement	Provide proof & operational insight	Pipeline influence, engagement
CTO / Technical Leader	Tech trends, innovation, lessons learned	Build technical trust	Peer citations, demos referenced
Engineers / Day-to-day Practitioners	Process, problem-solving, learnings	Demonstrate authenticity & craft	Peer visibility & engagement
Marketing / Comms	Market insights, brand storytelling	Synthesize & amplify others	Brand sentiment, consistency

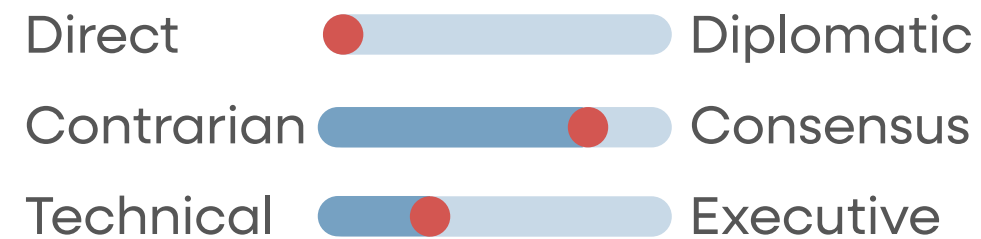


Voice & Tone Guidelines

Define how each leader should sound, not what they say.
Duplicate for each thought leader in your org.



Tone Sliders



Vocabulary Prompts

Preferred: plain-language verbs, data-anchored claims, specific nouns

Avoid: jargon, buzzwords, filler phrases
("innovative," "best-in-class," "cutting-edge")

Signature Devices

Example:
Frameworks, post-mortems,
"Rules of three", story-lesson arcs

QUICK ACTION:

Have each contributor circle where they fall on the sliders and provide input on their prompts and devices. This becomes your editor's reference sheet.



Proof & Risk Framework

Back up every message with evidence—and preempt endless review cycles.

QUICK TIP:
Agree on proof standards once, then apply everywhere.

Proof Stack Variations: Gather as many as possible; use as appropriate

- ✓ Benchmarks (internal or external) or anonymized client data
- ✓ Independent research / analyst validation
- ✓ Real-world examples (“Here’s how we handled X”)
- ✓ Case stories & testimonials

Risk Triggers Checklist: Check before publishing

- ✗ Use of customer names without approval
- ✗ Forecasts or financial data
- ✗ Direct competitive comparisons
- ✗ Forward-looking statements

Internal Disagreement Protocol: Choose a default model but be flexible for the situation

OPTION	Open Debate	Synthesis	Lane Authority
WHAT IT MEANS	Both parties can publicly share differing opinions, respectfully.	Allow differing views internally, but present a unified stance externally.	One role defers to another in specific domains.
WHEN TO USE IT	When the disagreement is about approach, not values or facts.	When the issue impacts external perception or customer confidence.	When clear ownership is critical (finance, compliance, product roadmap).
EXAMPLE	CTO posts “We need fewer tools, more integration.” RevOps replies, “Agree on outcomes, but tool choice can be strategic.” The conversation plays out in comments.	CFO and CEO disagree privately on market forecasts; they co-author a follow-up post summarizing “what we learned through debate.”	Engineer posts about roadmap; CEO reinforces but doesn’t contradict. If tension appears, CEO’s statement is the final word.



Workflow & Governance

ARTIFACT	Role-Based Cheat Sheets	Contradiction Protocol	Claim → Evidence Library	Comment Handling Playbook
PURPOSE	Keep each thought leader aligned on tone, topics, and proof sources.	Define how to identify and manage public disagreements.	Ensure every message is backed by proof; reduce edit cycles.	Build confidence and consistency in public engagement.
WHAT IT INCLUDES	• Topics + pillars • Tone sliders & writing prompts • 2–3 examples • Do/don't list	• Chosen Disagreement Protocol • Examples of acceptable vs. risky usage • Escalation path for conflicts	• Spreadsheet or database mapping claim → proof • Columns for: Source, Date Verified, Owner, Permissions	• Tone guidelines • Pre-approved language • Escalation list for sensitive issues • Examples of good engagement
HOW TO USE	• Distribute to new SMEs during onboarding • Reference when drafting or editing posts	• Keep visible in content review process • Revisit when new roles or content types emerge	• Writers check before publishing • Update when data changes or new case studies launch	• Share before SME's first few posts • Debrief after high-engagement threads to refine examples
CADENCE / OWNER	Quarterly, head of content / brand	Semiannual, head of comms / editorial lead	Monthly, content Ops / data owner	Semiannual, social / comms lead

QUICK ACTION:

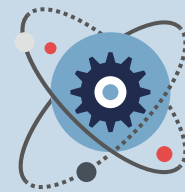
Document ownership and SLAs in a shared file; nothing slows a multi-voice program like confusion over who hits “post.”



Measurement & Optimization

Track alignment, not output.

Suggested Metrics



Pillar coverage by role



% of posts with proof used



Review/approval cycle time



Downstream authority signals
(speaking invites, citations, pipeline influence)

QUICK ACTION:

Review quarterly.
Celebrate clarity and
credibility, not volume.

