



*It's all about
Comprehension*

LANGUAGE LIBRARIES

A fully integrated and aligned communication and education strategy starts with an effective message. Language libraries offer the consistent content framing and messaging required to establish the comprehension demanded for the successful achievement of active employee engagement and health responsibility. These libraries provide management with the full range of language for product development and implementation. The key themes and subject material may be expanded and adopted to our client's specific needs.

Each library:

- Focuses on the employee perspective.
- Establishes foundational concepts and understanding—comprehension.
- Provides anchors and road maps.
- Explains conceptual and specific changes through adequate detail.
- Is infused with the message of direct and active responsibility clearly reinforcing the message and comprehension that “My health is my greatest financial asset.”
- Is clear, direct, and compelling.
- Focuses on simplicity and transparency.

The process of creating each language library involves:

- Assessing the key messages, themes and the specific subject requirements to establish comprehension.
- Developing the key messages required for each subject, ensuring full alignment and integration with the entire program inclusive of leadership messaging, design-reward, application adoption and management, etc.
- Drafting and redrafting each language library to ensure full and consistent messaging for all product development.