

# STRATEGIC COMMUNICATION ARCHITECTURE

*Moving from "I sent the email" to "The team is executing."*

**The Logic Trap:** Logic opens the door, but Emotion (the Why) drives the execution

**If the team doesn't understand the purpose, they cannot execute the strategy.**

**Prompt: "In one sentence, why is this change non-negotiable for our survival/growth?"**

## **The 100x Repetition Map**

**The Rule of 7:** In psychology and advertising, a human needs to hear a message 7 times to consider it. In a BUSINESS, aim for 100.

**The Cadence:**

**Phase 1 (Broad):** Town Halls and "Info" emails (Awareness).

**Phase 2 (Deep):** 1:1s and Squad Syncs (Understanding).

**Phase 3 (Locked):** Decision Logs and KPI updates (Alignment)

## **Three non-negotiable questions to break the Abilene Paradox:**

- 1. "What is the #1 reason this will fail?"**
- 2. "What part of this makes you uncomfortable?"**
- 3. "How would you explain this to your team tomorrow?"**



**Alignment is a battery; it requires a scheduled recharge**

**Define the Operating Rhythm to fight the 48-hour alignment half-life.**

- Daily Pulse (Tactical).**
- Weekly Sync (Priority).**

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