Think/Feel/Do matrix

This template will help you think about the different audiences you might want to speak to, and how to frame your messaging so you can get the most out of your interaction with them.

Text included is provided as an example of how to use the matrix.

|  |  |  |  |
| --- | --- | --- | --- |
| Audience  (who are you talking to?) | Think  (what do you want them to think when they see/hear this?) | Feel  (how do you want to make them feel?) | Do  (what action do you want them to do afterwards?) |
| My NHS colleagues | I didn’t know that occupational therapy affected so many parts of the NHS | Enthused to work more closely with my OT colleagues | Get in touch with the OT team to discuss how to work better together |
| My local MP | Positioning the occupational therapy workforce correctly could help reduce pressure on the NHS and shorten waiting lists | Inspired to support the positioning the occupational therapy workforce | Raise a question in Parliament about how to support the OT workforce |