Inside Voice Alignment Framework

Build a Stronger Story from the Inside Out

✓ STEP 1: DEFINE YOUR "COMMON STRING"

"If every staff member had to explain what makes this school worth it—in 12 words or fewer—what would they say?"

Write it here:

This becomes the spine of your tours, your website copy, your student support language—and most importantly, your staff's conversations.

✓ STEP 2: PICK A SUSTAINABLE COMMUNICATION RHYTHM

What do we need to align on?	Choose one option that fits your team
Sharing success stories	Bulletin board / Shared #wins thread / 10-min huddle
Syncing tone between departments	Monthly coffee check-in / Call review / Peer audit
Accountability for message quality	Rotating champion / CRM dashboard / Student intern

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✓ STEP 3: START WITH ONE LAYER OF PROOF

Layer	Starter Move	Optional Upgrade
Look & Feel	Post 3 visible proof points	Add a branded "Why I Chose This School" photo wall
Student Voice	Share 1 real student video per month	Let a student run an IG takeover each term
Alumni Echo	Send grads a referral email template	Track referrals in CRM + small gift-card rewards
Speed to Help	Track reply times (<5 min goal)	Show results in a visible dashboard or huddle board

Start where you are. Add more later.

✅ STEP 4: SET CORE HABITS THAT STICK

Habit	What It Looks Like
Staff know the core message	Common String printed & reviewed at onboarding
Tours reflect consistent proof points	Use a 3-part script: Greet → Proof → Referral Ask
Departments talk regularly	10-min check-in focused on story consistency

✅ STEP 5: REVIEW IN 30 DAYS

Use this test:

- Keep what moved a number (referrals, tour-to-start, reply time)
- Drop what didn't stick
- Add one new layer if ready

"If it takes more than 3 hours to launch or more than 30 days to measure—park it for later."

FINAL THOUGHT

We don't always need more content.
Sometimes we just need more clarity.

Let your team define the story together. Then stick with it until students start repeating it back to you.

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