

2021 LFN Messaging Workshop 041621

Agenda:

- Review Board Priorities
- Discuss slightly updated plans for messaging framework
- Discuss pillars / emphasis points
- Possibilities for testing the messaging

[Slide Presentation](#)

[Current LFN Messaging](#)

[Current LFN Personas](#)

We will likely split up the points, assign people to fill in various parts.

2021 LFN Evolution: Strategy + Messaging

2021 Priorities

Completing the the solution stack

Heather: We're filling in gaps, magma, ORAN. Working with LF fellow travelers, fleshing out the stack, integration work, relaunching Anuket.

Open Compliance: Focus on interop, dry, but how do we talk to this in a meaningful way, real world?

Verticals: This is interesting! New members, retail health, manufacturing, etc.

Template: Note: This is current LFN Messaging Doc:

Lindsey: Business priorities feeding in. What are our imperatives? What is our topline focus? A high level take away that feeds all our audiences. We need a compelling "one pager." Audience chapters, taking the storyline to each audience. Projects need to feed up to the framework. Projects can message from the topline above AND as each project comes up with messaging, it should fit into the framework.

Neal: We should avoid acronym soup. Lindsey: Need to start high and drill down. But don't need to start at the very top. Avoid jargon. We can solve this by better identifying our audience, e.g. C-level exec vs. LOB manager.

Neal: LFN made up a collage of projects, each has its own story. Do we believe that network operators are ready to absorb all products, or just 2-3? If they only get 2-3, will they get lost. Are we selling an umbrella or a collage?

Is it a vertical stack solution, or a horizontal set of projects? Not a wholesale "buy it all". You can pick and choose the parts relevant to you. Companies are unlikely to look for the kitchen sink solution.

Heather: We referenced US GOV OPS, higher solution stack story resonated with them. Goes back to your first point on the audience, e.g. execs with P&L, Network Architects with 5G overall.

What about the super blueprint? Possible to consider other super blueprints? Note: Walmart has indicated they are interested in contributing technology, for example (Non-traditional).

Pillar heads: 1-page narrative for each. Rework the end state for each level view. This is the elevator pitch view. We might need to work some thinking about each persona at each level. 1K, 100 ft. 10ft. You can have broad, but you need to have a short summary for each.

Yves recommends considering industry analysts/influencers? There is member / potential members pitch, and the analyst/industry pitch.

Summary:

- Messaging at different levels (audience and personas)
- Think about how much you talk about collection of projects, individual projects, or groups of products (audience and personas)
- Layering in board priorities, board priorities. What's the story for each?

Thought Starters:

- What key pain points/challenges are we solving with the fully integrated stacks?
- How are we accelerating interop/open compliance? Do we have examples? How are we uniquely positioned?
- Across verticals: How are we making it easier?

Audiences: Exec, Network Arch, Network Operator persona. Can we reach them?

Need to define our Call to Action (CT). 1. Participate and bring resources? 2. Take, consume, and deploy technology.

The group will meet again next week, Brandon will propose a time.