

# The many plusses of the Manifesto

	Mission	Vision	Corporate Values	Corporate Identity	Corporate Story	Storytelling	Manifesto
<b>Used for:</b>							
Internal Communication	+	+	+	+	+	○	+
External Communication	○	○	+	+	+	+	+
Social Media	○	○	○	+	○	○	+
Marketing	+	-	+	+	+	-	+
Organisational Strategy	+	+	+	+	-	○	+
Short Term Communication	○	○	○	+	○	○	+
Long Term Communication	+	+	+	+	○	○	+
<b>Qualities:</b>							
Involvement Employees	+	+	+	+	+	+	+
Different Stakeholder Groups	○	+	+	+	○	○	+
Different Tools/Media	-	○	○	+	○	○	+
Words (Easy to Read)	○	○	○	○	+	+	+
Images (Easy to Visualise)	-	○	○	+	+	+	+
Graphics (Easy to Design)	○	+	○	+	-	○	+
Easy to Develop	-	○	-	○	-	-	○
Easy to Use (Client)	-	+	○	○	-	-	○
Flexibility (Easy to Adapt)	○	○	-	○	-	○	+
Consistency	○	○	+	+	○	-	+
Durability	○	○	○	○	○	-	+

