**The IPTC Messaging Matters IECCC Framework** (Worksheet)

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| What is your difficult discussion? |
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| What is the scenario? Who is involved in the conversation? |
|  |

## The Framework

## Create Your Conversation Roadmap

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| Introduce |
|  |
| Educate |
|  |
| Clarify |
|  |
| Collaborate |
|  |
| Coordinate |
|  |

Your contribution matters. Please share your roadmap by scanning and emailing to [rheamercado@rtwmatters.org](mailto:rheamercado@rtwmatters.org)