

# Signature Method Communication Portfolio & Topology <sup>(CPT)</sup>

» We were shipping a lot of content. Everyone had opinions, nobody shared a logic: Transformation initiatives were translated at random, depending on who wrote the piece and who shouted loudest in review. Then someone with decades of experience said “reader-centric operating model” wasn’t a thing.«

## Business promise

I make organizational communication explainable and actionable by mapping every message into a defined matrix position (intent × audience × tonality × format × participation), with clear goals and metrics. Leaders gain control over communication portfolio and effect, while stakeholders get clear, consistent messages they can process quickly and apply correctly.

A fixed content topology and quadrant map (intent audience × tonality × format × participation) forces to choose the right mix instead of defaulting to “one-size-cancels-all”.

## Built to solve

Many communicate “from the hip”, reusing the same tone and format for every topic, which creates low relevance for different employee realities.

Many internal comms plans mix goals, personas, and channels without an explicit content portfolio, so no one can explain why a message looks the way it does or how success should be measured.

## Framework

### 1. Define communication architecture and quadrants

Agree the core communication dimensions (company intent vs. employee reality, informative vs. engaging) and set up quadrant map.  
= Content must match a quadrant.

→ **Artifacts:** Quadrant map, content taxonomy, example library.

### 2. Map content portfolio

Inventory formats and messages, tagging by quadrant, audience, goal.

= Teams see over- and under-served areas.

→ Portfolio map, gap analysis, friction log for content.

### 3. Set quadrant rules

Define how tone, tonality, format change per quadrant and persona.  
= Common language, quality consistency.

→ Style grid, persona sheets, library.

### 4. Build libraries

Create reusable templates, snippets, and workflows for each quadrant, including targeting/approval rules.  
= Increased content production, more consistency while tailored.

→ Template library, routing rules, review checklists.

### 5. Connect to goals and metrics

Link each quadrant and format to clear goals (performative, behavioral) and define data sources.  
= Performance questions shift to “did this part of the portfolio land?”.

→ KPI ladder, dashboard spec, measurement map.

## Governance

- + **Allowed:** Planning campaigns and BAU communication via CPT portfolio, with explicit quadrant, audience and goal mapping. Local teams adapting examples within quadrant rules without re-approval, as long as guardrails are met.
- + **Prohibited:** Publishing messages that are not tagged to a quadrant, persona, goal. Bypassing agreed routing paths for high-impact (executive change).
- + **Escalation:** If stakeholder push for formats that contradict quadrant rules → escalate to comms governance for documented exception decision. If repeated content conflicts appear → escalate to clarify translation vs. local.
- + **Quality gates:** No new series is launched without: quadrant definition, persona, example, measurement plan. No “strategic” message is sent without mapping to CPT.

## Measurement

- + **Portfolio balance:** If more than n% of content sits in a single quadrant → rebalance content, introduce new formats.
- + **Goal alignment:** If content pieces lack assigned goals or KPIs → block scheduling until they are defined and logged.
- + **Effectiveness by quadrant:** If continuous underperformance of a quadrant → refine formats and targeting.
- + **Production efficiency:** If creation time for standards doesn’t improve after library exist → check workflows and templates.