

S3P2-4: Create Language Hooks

Purpose:

Seed simple, memorable terms that anchor ARP thinking in everyday conversations. Reinforces mindset shifts before the system launches, so staff are already speaking the new language.

Example Table – Language Hooks

Hook Term	Meaning	Example in Use	Why It Matters
Attunement	Alignment between what we deliver (Action) and what is experienced (Response)	“Let’s check if this touchpoint is in attunement.”	Makes ARP principle conversational.
Response Gap	The space between what we intended and what staff/customers actually felt	“We had a response gap in onboarding emails — too technical.”	Highlights misfires without blame.
Touchpoint Resonance	Whether a moment “lands” emotionally with staff/customers	“The invoice step didn’t resonate — frustration instead of confidence.”	Keeps focus on lived experience.
Value Multiplier	When Action × Response produces higher-than-expected impact	“The quick wins acted as a value multiplier for trust.”	Connects ARP formula to real outcomes.
Landing Signals	Small signs showing if something worked or misfired	“Low survey completion is a landing signal we missed.”	Makes detection of issues feel tangible.

How to use:

- Start using hooks in pilot briefings and daily comms.
- Encourage managers to adopt terms in team meetings.
- Include in quick reference guides (e.g., Manager Enablement Pack – S2P4-2).

What's Different from Standard Comms:

- Goes beyond slogans — designed for everyday operational use.
- Anchors ARP language into behaviour before systems fully launch.
- Creates a shared shorthand across functions.

Uses:

- Build familiarity and fluency in ARP terms early.
- Make complex principles easy to recall and apply.
- Strengthen cultural adoption of engagement and journey design.