

## 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
<b>Attunement</b>	Alignment between what we deliver (Action) and what is experienced (Response)	“Let’s check if this touchpoint is in attunement.”	Makes ARP principle conversational.
<b>Response Gap</b>	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.
<b>Touchpoint Resonance</b>	Whether a moment “lands” emotionally with staff/customers	“The invoice step didn’t resonate — frustration instead of confidence.”	Keeps focus on lived experience.
<b>Value Multiplier</b>	When Action × Response produces higher-than-expected impact	“The quick wins acted as a value multiplier for trust.”	Connects ARP formula to real outcomes.
<b>Landing Signals</b>	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.