

CREATE & COMMUNICATE

One message, three audiences

Same news, three readers. Can you make it land for each of them?

You need to share one update with an employee, a manager and an executive. Rather than writing three versions from scratch, use Copilot to adapt one message for each reader.

1 Try it your way

Use a real conversation if you can. See what you naturally ask Copilot.

[Try in Copilot →](#)

2 Need a cue?

Start with the outcome you need:

[Audience](#)

[Tone](#)

[Call to action](#)

3 Still stuck? Reveal a sample prompt

Have a go first — the sample prompt is on the next page when you want it.

[Reveal sample prompt ↓](#)

4 Did you get something useful?

- ☐ The tone fits each audience
- ☐ More than just the vocabulary changed
- ☐ Each version has a clear call to action
- ☐ The facts stay the same in every version

5 Take it one step further

Ask Copilot: “Create a version for someone who is sceptical about this change.”

Need a little help?



[Watch a quick video](#)
(3 mins)



[See a worked example](#)



[Take the learning path on ASN](#)

🏆 Top tips

- ✓ Use your own work if you can.
- ✓ Be specific about the output you need.
- ✓ Iterate — your first prompt doesn't have to be perfect.
- ✓ Check the result — would you actually use it?

Your notes — what worked, what you'd change

CREATE & COMMUNICATE

Sample prompt

One message, three audiences

“ Rewrite this for a busy manager. Lead with why it matters, keep it concise and end with a clear action. Then create a version for a frontline employee and one for an executive.

Select the text above and copy it into Copilot.

Why this works

- ✓ It names each reader, so Copilot changes emphasis, not just words.
- ✓ It asks to lead with why it matters — the part most updates bury.
- ✓ It insists on a clear action, so every version asks for something.

[Try it in Copilot →](#)[← Back to the challenge](#)

CREATE & COMMUNICATE

Worked example

Illustrative example — names and details are fictional

The situation

Northwind is moving its expense system to a new tool on 1 December. You've written one announcement, but it needs to work for staff, team managers and the leadership team.

What Copilot returned

 Copilot

Here are three versions of your expense system announcement.

FOR EMPLOYEES

- From 1 December, submit expenses in the new app — it takes about two minutes.
- Action: install the app from the company portal before 30 November.

FOR MANAGERS

- Your team moves to the new expense tool on 1 December; approvals move with it.
- Action: clear pending approvals in the old system by 28 November.

FOR EXECUTIVES

- The new tool cuts reimbursement time from 12 days to 3 and goes live 1 December.
- Action: none required — a usage report follows in January.

What to check

- ✓ Real adaptation: did Copilot change what each reader cares about, or just swap words?
- ✓ Consistency: is the date the same in all three? Facts shouldn't drift between versions.
- ✓ Action: does every version end with one clear thing to do?

[← Back to the challenge](#)