Communicating the Person-Centered, Trauma-Informed Approach

Identify and list 3-5 priority audiences:

1.

2.

3.

4.

5.

Describe what PCTI means to you, your organization and your clients:

Next, adapt this core message for the following audiences:

1. A potential major donor:

2. An adult child of a potential client, seeking to understand your approach:

3. A potential community partner for collaboration:

4. Another key audience of your choosing:

Demonstrate PCTI in action

Identify a recent example of the impact of PCTI on your work, organizational success, or a particular client / client family. Write up the story in a way that follows medical privacy rules, yet demonstrates what PCTI is, and why and how it works. If you have time, develop more concise versions of draft content for 2 different platforms where this story could be shared publicly: