Template

NSM message check planner

Brand or franchise _____ Meeting dates _____ Re-teach threshold _____ Owner _____

1 Core messages Three to five, with session, kit and final-check questions

#	Core message	Approved source	Questions and alternates	Re-teach kit
1				☐ Cleared
2				☐ Cleared
3				☐ Cleared
4				☐ Cleared
5				☐ Cleared

Clear the questions, alternates and re-teach kits with the meeting content. Nothing new should need review overnight.

2 Agenda slots

Slot	Day 1	Day 2	Day 3
Checks after sessions Times			
Breakout practice Rooms			
Morning re-teach slot Time			
Nightly review Time, room			

3 Nightly review 30 minutes after the last session

Role	Name and contact
Brand or franchise lead	
Training or commercial education lead	
Regional directors	
Reviewer on call (MLR, PRC or promotional review)	

4 Decision log One row per message, each night

Day	Message	Result	Decision	Owner	Fresh check
			☐ Whole room ☐ Regions ☐ Alternate question ☐ No change		
			☐ Whole room ☐ Regions ☐ Alternate question ☐ No change		
			☐ Whole room ☐ Regions ☐ Alternate question ☐ No change		
			☐ Whole room ☐ Regions ☐ Alternate question ☐ No change		
			☐ Whole room ☐ Regions ☐ Alternate question ☐ No change		
			☐ Whole room ☐ Regions ☐ Alternate question ☐ No change		
			☐ Whole room ☐ Regions ☐ Alternate question ☐ No change		
			☐ Whole room ☐ Regions ☐ Alternate question ☐ No change		
			☐ Whole room ☐ Regions ☐ Alternate question ☐ No change		
			☐ Whole room ☐ Regions ☐ Alternate question ☐ No change		

Most wrong answers on the same option? Read it against the approved wording first. If the question reads two ways, use its alternate.

5 After the meeting

- ☐ **Misses, overall or by region, added to the 30-day plan**
- ☐ **Regional results sent to managers. Date** _____
- ☐ **Decision log sent to the reinforcement owner. Date** _____

Notes for the next NSM _____

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