

Common axioms for internal communications:

Axiom	When to use it
Core story elements	
Why it matters:	To clearly explain your core point — and why your reader should care. Often the second beat in your story.
What's next:	To point to next steps or what to expect following your update.
The bottom line:	To wrap up your story with a clear and concise takeaway.
Go deeper:	To link out to longer or related stories and resources.
Adding detail	
The big picture:	To point out a trend.
Between the lines:	To hedge or get into the weeds.
By the numbers:	To tee up data points.
How it works:	To outline the steps or instructions for a process.
Our thought bubble:	To offer a POV or expert analysis from the author or organization.
Yes, but:	To add a qualifier to a point, or introduce a counterpoint.
Context: Background: Flashback:	To point out specific historical context.
Adding variety	
Where it stands:	To add context about what's happening now.
What they're saying: What we're hearing:	To incorporate new voices, commentary and insights.
Reality check:	To directly counter a point made by an outside source or speaker, based on internal expertise or data.
The other side:	To add counterpoints or objections to ideas you've explained, often citing an opposing person or group.
What to watch: What we're watching:	To highlight variables, potential trends or next steps that could shift outcomes down the road.
Driving the news:	To point to the event that triggered your coverage, often used to zoom in on a case study of a broader trend you want to explore.