

Communicating with Impact

A TOOL TO GET CLEAR ON YOUR COMMUNICATIONS

START HERE

WHO IS YOUR AUDIENCE?



REASON FOR COMMUNICATIONS?

- KNOWLEDGE SHARING
- PROBLEM SOLVING
- DECISION MAKING
- COLLABORATION
- ELICIT KNOWLEDGE
- SEEK INPUTS
- BRAINSTORM

WHAT OUTCOME WOULD YOU LIKE FROM THIS COMMUNICATION?



WHAT ARE THE PRIORITIES OF THE AUDIENCE?

WHAT MODALITY SUITS THIS COMMUNICATION BEST?

- EMAIL
- COMMS PLATFORM
- STAFF NEWSLETTER
- INTRANET
- ALL-ORG MEETING
- TEAM MEETING
- 1:1 MEETING
- OTHER -----

WHAT DO YOU THINK THE CONCERNS OF YOUR AUDIENCE MIGHT BE?



WHAT ARE THE TIMING CONSIDERATIONS?

SUPPORTING STATISTICS, STUDIES, STORIES DATA OR METAPHORS TO SUPPORT YOUR COMMS



HOW DO YOU WANT YOUR AUDIENCE TO FEEL?

WHAT WOULD YOU CONSIDER TO BE THE 'CURRENCY' OF THE STAKEHOLDER?

- EGO OR REPUTATION?
- THE BOTTOM LINE \$\$?
- RISK?
- PEOPLE?
- ORGANISATIONAL REPUTATION?

FINISH!

WHAT CAN YOU DO TO HELP THEM FEEL MORE OF THESE EMOTIONS?



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This tool has been designed by Lorissa Garcia.