

THE LEADER'S MESSAGE

CORE ELEMENTS

COMMUNICATION DRAFT OR IMPULSE

PURPOSE

- What is the desired result of the communication?
- What's at stake here is...

AUTHENTICITY

- Does what I'm saying reflect who and how I am?
- How I feel about the situation is...

Stories matter

TRUTH

- Am I saying what I know to be true?
- The (uncomfortable) truth of the situation is...

INFORMATION

- What is the relevant evidence for what I'm saying?
- What a reasonable person needs to know is...

EMPATHY

- What is the feeling I hope to convey?
- What the audience needs from me is...

STORIES

- Does the message resonate with the audience?
- The story/example to best illustrate the point is...

CONSTRUCTION

- Is it pleasant to read / hear?
- The tone that I want to create is...

MEDIUM

- Am I choosing the right channel and timing?
- The best way to deliver the message is...

COMMUNICATION DELIVERY