



PURPOSE:

What is the desired result of this communication?

What's at stake here is...

Exercise 1: The ONE Thing



Write a single sentence below that defines your overall purpose:

Exercise 2: Best Case / Worst Case

Answer the three questions below:



What is the action we must take?



If we take this action, what is the best case we can expect?



If we don't take this action, what is the worst case we can expect?

Format: (who) is going to take (what) action for (why) reason or purpose

What is the desired result of this communication?

Pitfalls & Sanity Check

- Is the message needed?
- Does my message have **one thing**, or is it muddled by multiple purposes?
- Can I describe my purpose as a single sentence?
- Have I considered the unintended consequences of my message?



AUTHENTICITY:

Does what I'm saying reflect who and how I am?

How I feel about the situation is...



Exercise 1: Reveal Myself

List three personal things about yourself (e.g. how you feel, your personal history, a vulnerability, etc.) relating to the message you are delivering.



One:





Two:



Three:

Exercise 2: Confronting My In-Authenticity

  Complete the following three prompts:

In what way am I not being "open" to **myself?** (e.g. not engaging my authentic feelings)

In what way am I not being "open" to **my audience?** (e.g. being too directive)

In what way am I not being "open" to **the situation?** (e.g. "I've made up my mind")

Does what I'm saying reflect who and how I am?

Pitfalls & Sanity Check

- Is my message free of jargon? (For help, check out www.hemingwayapp.com)
- Am I being too vague or too directive?
- Am I willing to be vulnerable with my audience?
- Does this communication sound like me?

TRUTH

EMPATHY