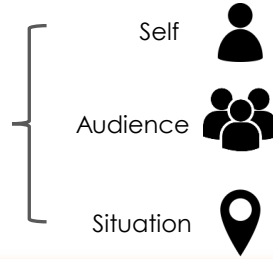




CONSTRUCTION

Is it pleasant to read/hear?

The tone that I want to create is...



Exercise 1: Clear and Simple



Dessert First (Simplicity)

My Main Point:

Supporting Point:

Supporting Point:

Supporting Point:



3 C's of Clarity

CONCISION - Use fewer, clearer words. Use a simpler, character-action structure.

COHESION - Build "bridges" so that the sentences and paragraphs flow from one to the next.

COHERENCE - Each sentence/paragraph has a clear point and logically connects to each other and the whole

Exercise 2: The Pep Talk



What sincere compliment can you say to the audience?



What positive meaning should we take from current events?



What positive action can we take to secure a desired future?

Is it pleasant to read/hear?

Pitfalls & Sanity Check

- Does it sound like something I would say?
- What is the audience willing to read/listen to?
- Do the words match the tone I'm trying to achieve?



MEDIUM

Am I choosing the right channel and timing?

The best way to deliver the message is...



Exercise 1: The Medium Is The Message



What are my preferred communication channels?



What are my audience's preferred communication channels?



What channels does the situation strongly suggest?

Exercise 2: Perfect Timing



What is the urgency of this message?

For me

For my audience

When is the **best** time to communicate?

For me

For my audience

When is the **worst** time to communicate?

For me

For my audience

Am I choosing the right channel and timing?

Pitfalls & Sanity Check

- Am I using my audience's preferred communication channel?
- What is the best timing to use for this communication?
- Does the message match the medium?