

Effective Communication—Developing Key Messages



Know

What do you want your audience to know?

✎ Keep it brief

✎ Use numbers and data

“ABC Software is being installed on 6/1”

“We are changing the way we communicate.”



Feel

What do you want your audience to feel?

✎ Create a connection

✎ Answer What's In It For Me?

“ABC Software is easier for you to use.”

“We want you to be more informed about changes.”



Do

What do you want your audience to do?

✎ Be specific

✎ Use active voice

“Attend an upcoming ABC Software class.”

“Bookmark the intranet site and read the latest news.”