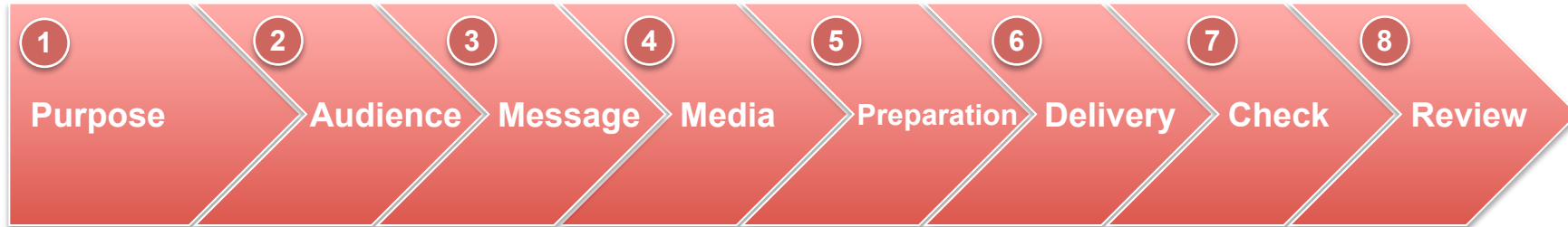


# 8 Steps To Effective Communication



<b>Description</b>	The reasons and goals of the communication	The target group to be addressed	The key content / main idea of the communication	The delivery method	Preparation of communication and visual aids	The act of communicating	Ensuring the communication is received and understood	Learning and improving for future communication
<b>Key Questions</b>	What do I aim to achieve?	Who do I aim to reach? What is their situation? What do they need to know?	What are the key messages?	What is most effective way to be heard / to be understood?	What is my story? What physical or digital docs would enhance my message?	When, where, and how to communicate?	Have the key messages been understood? Is my purpose achieved?	What went well? What didn't go well? What can I do differently to be more effective?
<b>Key Outcomes</b>	Purpose or objective statement	Identification of target group and their needs	3-5 crisp, clear bullet points of key messages	Selected communication channel	Storyline and visual aids are ready for communication / distribution	Messages delivered	Messages received and internalized, Mission accomplished	Key learnings & identified improvement potential