

Making sure your message is received

Communication Checklist

Why?	<ul style="list-style-type: none"><input type="checkbox"/> Are you clear about the purpose of your communication?<input type="checkbox"/> Do you know what you want to happen as a result? (What will people feel or think? What will they do?)
Who?	<ul style="list-style-type: none"><input type="checkbox"/> Do you know exactly with whom you need to communicate?<input type="checkbox"/> Have you identified any separate audiences?<input type="checkbox"/> Do you know what your audience already knows?<input type="checkbox"/> Have you identified the 'WIIFM factor' (what's in it for me)?<input type="checkbox"/> Have you considered how they might react to your communication?<input type="checkbox"/> Have you considered any preferences they might have for the way they receive messages?
What?	<ul style="list-style-type: none"><input type="checkbox"/> Have you mapped out what you want to communicate?<input type="checkbox"/> Have you put it in order?<input type="checkbox"/> Have you identified what one thing you really want them to hear and remember?<input type="checkbox"/> Have you identified the one thing that they will want to know?<input type="checkbox"/> Are you clear about how 'controversial' this message will be?
How?	<ul style="list-style-type: none"><input type="checkbox"/> Have you identified the best channel to use?<input type="checkbox"/> Have you identified the right time to deliver the message?<input type="checkbox"/> Have you identified and prepared any 'tools' that might help you (eg pictures, stories, evidence)?<input type="checkbox"/> Have you allowed an opportunity for you to listen?



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