

FROM THE VAULT: Communicating for Change

**People always intuitively follow clarity.
No one wants to move toward confusion.**

5 Questions to Ask When Preparing a Message:

For crowds, teams, and individuals.

1. What do they need to know? What is the one thing that needs to be communicated?

- One thing is memorable.
- Context determines your one thing. There is a difference between communicating to train and communicating to encourage.

2. Why do they need to know it?

- Answering why provides an incentive for them to stay with you until you finish.
- Nobody will follow you if they don't feel what you have to say to them or give them is something they need.

3. What do they need to do?

- Call them to action. They should make a physical change.
- Sometimes all they need to do is embrace a different perspective. The more practical the better.

4. Why do they need to do it?

- Shows them what's at stake if you don't do it.
- Creates vision casting, motivation, and incentive for them to complete it.

5. How can I help them remember?

- Make it bite-size so the brain can absorb it—portable and memorable.
- Say it enough times so they will be able to remember.