

# The Five Keys to Sending Clear Communication

## 1. Why

I need to be very clear on why I am communicating to the other person– what is my call to action, what is my purpose?

- ∞ Identify my call to action & communicate it with clarity
- ∞ Know what my purpose for writing or speaking is.

## 2. What

What do I need to communicate to ensure the other person can see this purpose clearly and I create clarity for this other person? Best to include only relevant data that is linked to my purpose and:

- ∞ my needs/obligations
- ∞ others needs/concerns
- ∞ influences others into action.

## 3. How

Pick the **mode** that best suits the other person's (peoples') needs and preferences – writing, voicemail, face-to-face, phone. Remember to value their differences. Then think about what I will **convey** when sending this message by my:

- ∞ choice of words/language
- ∞ tone and volume of voice and speed of speech
- ∞ attitude
- ∞ body language
- ∞ feelings and how I choose to express them.

## 4. When

Choose the right time to communicate.....remember the need for timely, clear and constant communication – especially during times of change!!!!

## 5. Who

Decide who the information/ideas/thoughts/feelings need to be communicated to and ensure they all receive it on a timely basis and in a consistent manner.

*Purpose is our direction in life: passion takes us there.*

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