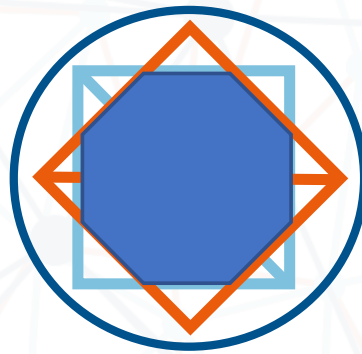


Get The Message



A formula for effective communication

A FREE eBook by
Sawsan Khuri, PhD FHEA



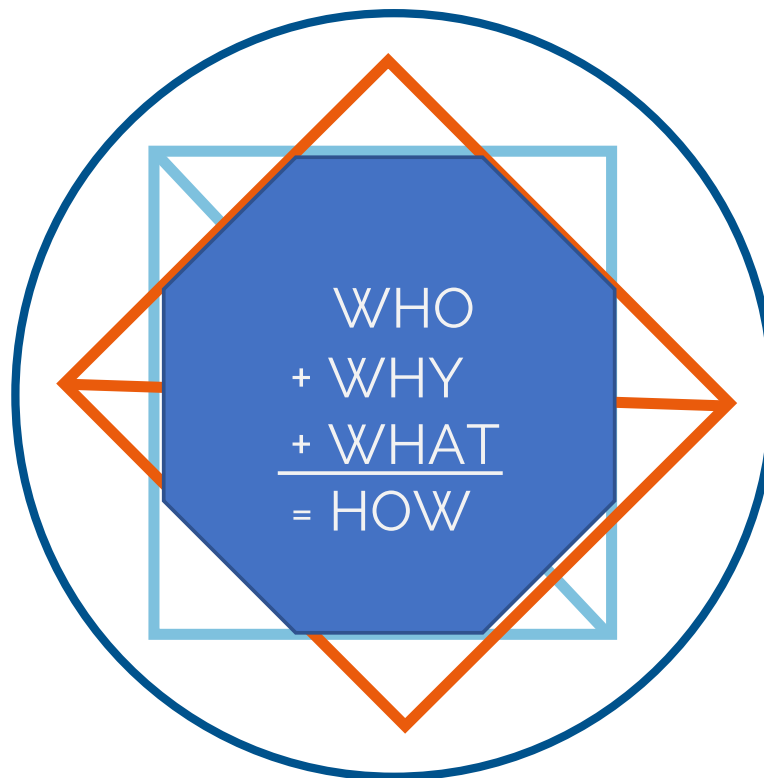
Communication

Communication is the exchange of information.

Get The Message is a tool to help you build a primary message, and develop an effective communication style or strategy around that message.

How to use this eBook:

Go through the process step by step, answering in your own words as you go along. Keep it focused within your context, and implement it in your business (in sales, management, leadership, innovation), or for communicating research, education or professional services.





WHO?

The first step is to think carefully about who you are, both professionally and personally. List your job title and your skill set, what are your strengths, and your weaknesses if relevant to this communication; list your talents, hobbies and interests.

Next, do some homework about your audience. Who are they, professionally and also personally if you know? List their job titles and their skill set, find them (if you can) on LinkedIn, Twitter or other social media if possible to find out more about them.



WHO
are you?

WHO
is your
target?



WHY are you there?

When addressing an audience we are often so caught up in *what* we want to tell them that we forget think about why we are there, and why they would want to hear from us.

Write down exactly why are you talking to that particular audience, and why are they taking the time from their busy schedules to listen to you.

Remember this is not about what you want to say, this is about why you are saying it. For example, are you selling a product because you believe it is the best product in the world, or only because you want to make money from it, or both? List all the reasons why, this will help add depth to your message.



WHY
are you
talking
to them?

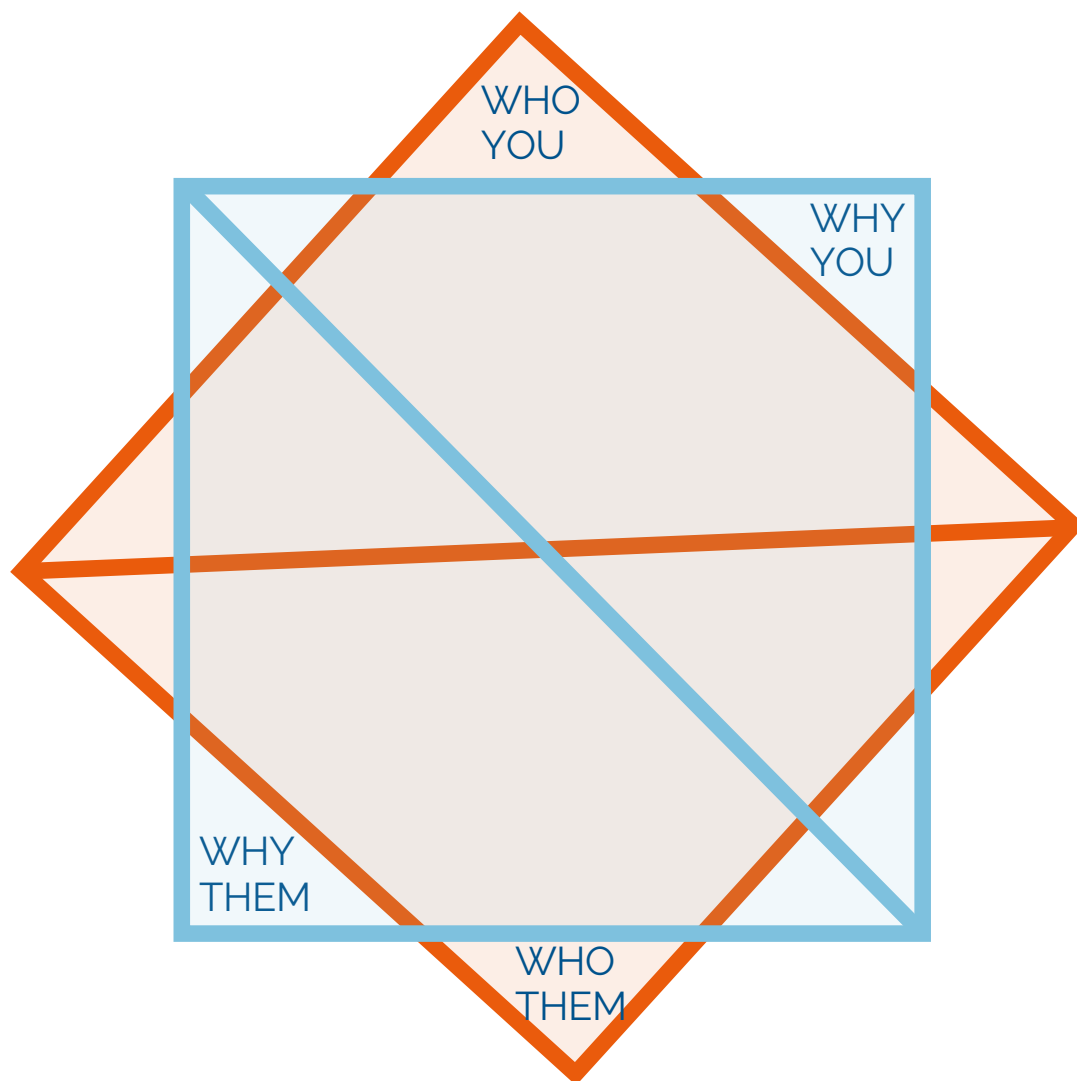
WHY
are they
listening
to you?



Layer it up

Now take a few minutes to put this all together. Start thinking about what you want everyone there to know. Do not hurry this step, take the time to think – go get a coffee, take a walk, or even better, leave the rest of the exercise to the next day.

So much of our lives is rushed – you cannot rush building a solid message.



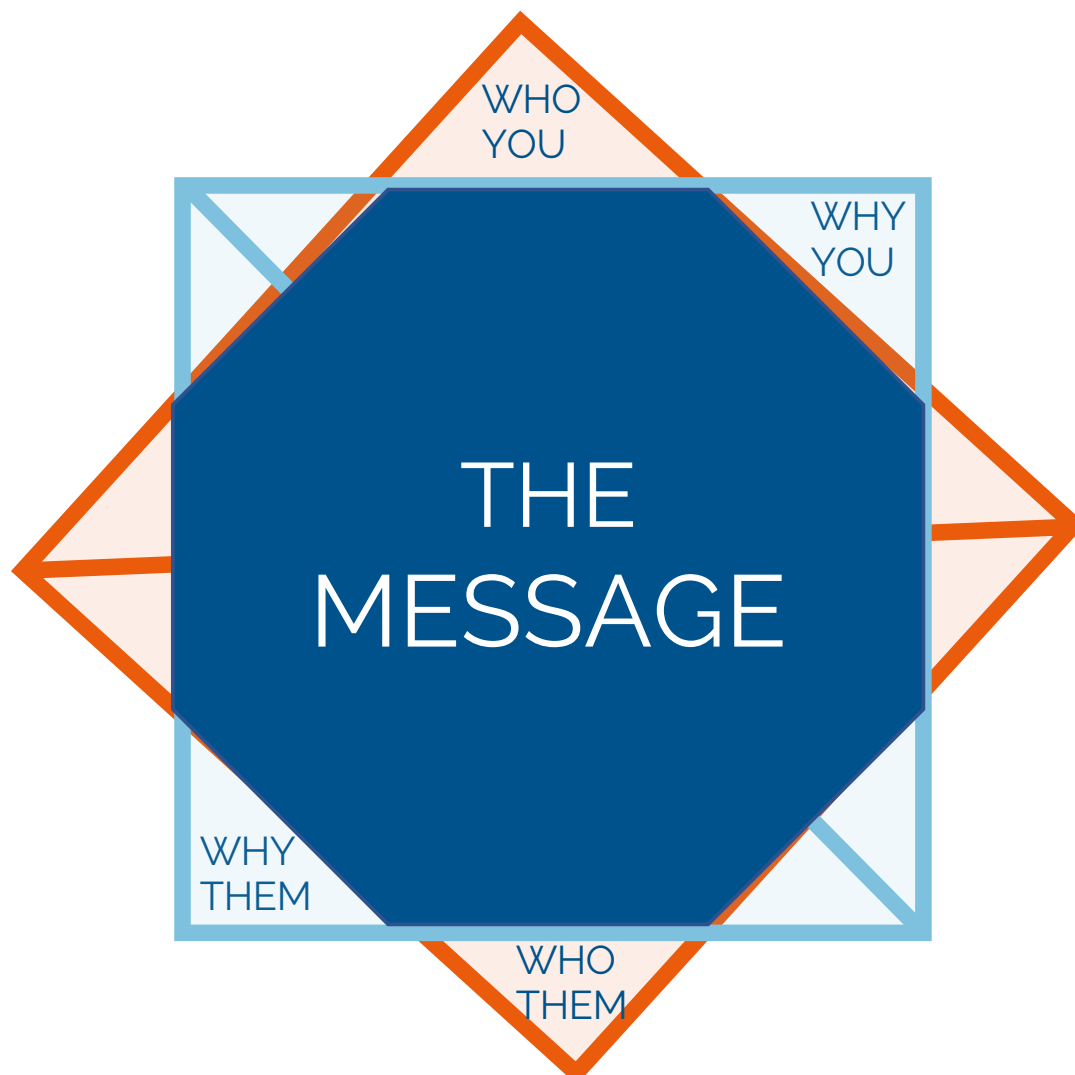


Your primary message

Now you are ready to draft your primary message. In 10-12 words *maximum*, write down what is *the most important* thing your audience needs to know. If you say nothing else to them, what are they taking away from your communication?

This is your purpose, the reason you are in front of that target audience at that time. For example, "A method proven to create a more fulfilling work environment".

Can you bring it down to 7 words? For example, "A method for a fulfilling work environment".



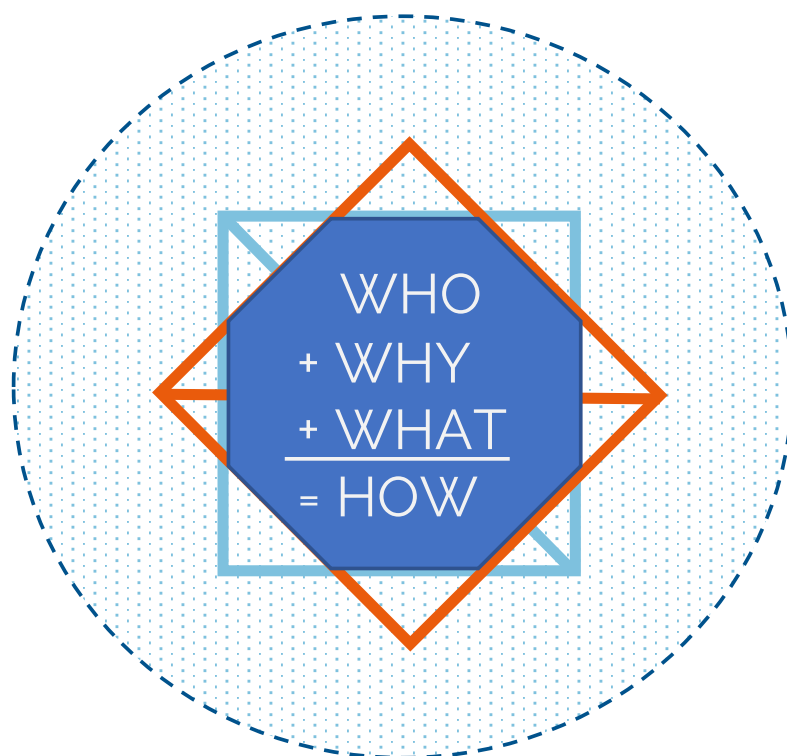


WHAT is the context?

Now add context to your main message and begin developing your communication with a few more details. Begin with the broad context, such as in the list below, and then narrow it down to the more specific context of your communication.

- Sales, Marketing, Publicity
- Management, Investment, Leadership, Teamwork
- Science, Academia, Research, Education

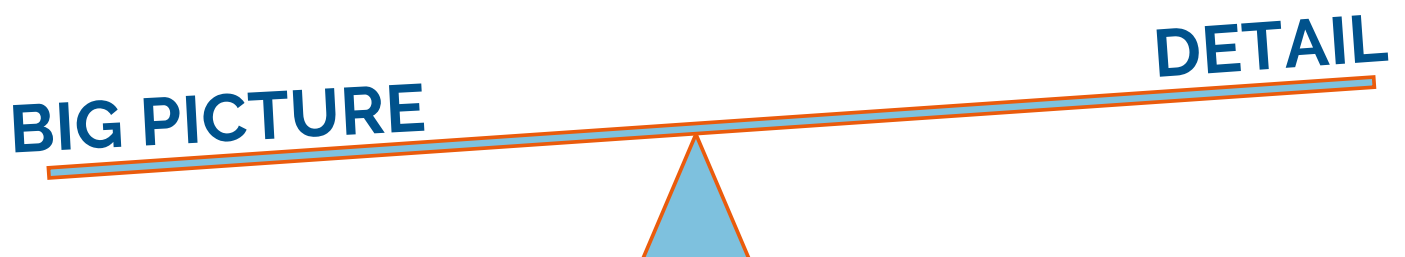
For example, “ We have designed a method for effective communication that creates a more fulfilling work environment. By focusing on the purpose behind the message and on the people receiving the message, our method enables an individual to get the point across more quickly, accurately and concisely.”







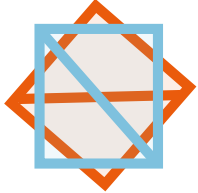
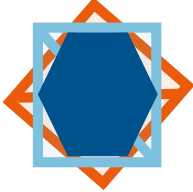
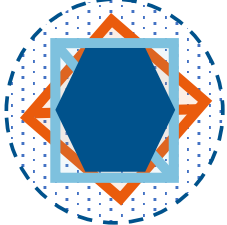
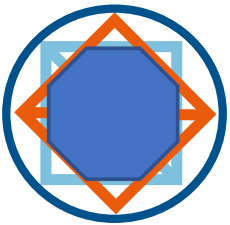


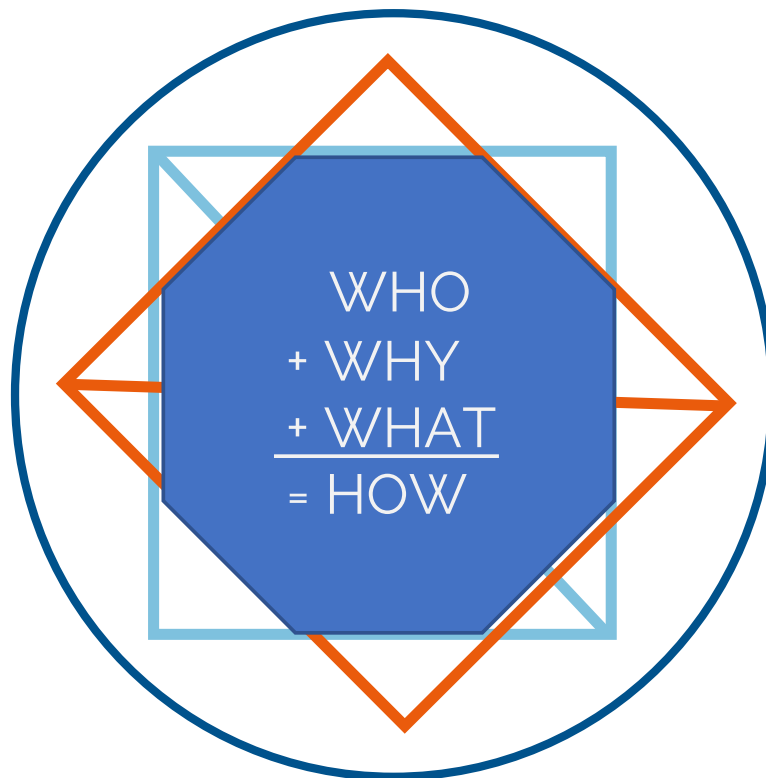
HOW to relay your message

- Use the right type of **language**
 - Aim at the right level, no one likes jargon
 - Use positive words and action verbs
 - Focus on the outcome
- Be sensitive and respond to the **culture** you are in
 - Notice the hierarchy
 - Be aware of formalities
 - Gather what the expectations are
- Decide on the **scope** of your communication
 - How much detail do you need?
 - How long have you got?
 - What are they likely to ask you?
- Have you hit Aristotle's three points of **influence**?
 - Logos (logic)
 - Pathos (emotion)
 - Ethos (values and ethics)
- Be aware of the delicate balance between keeping your eye on the big picture while providing enough detail.



Get The Message as an example

	WHO am I?	Entrepreneur, scientist, communicator, facilitator, educator, connector, speaker, wife, mother, cooking, reading, hiking.
	WHO are they?	Peers and young professionals who worry about having an effective communication style or strategy.
	WHY am I talking to them?	To provide them with a tool that will help them develop an effective communication style or strategy.
	WHY are they listening to me?	Because they are looking for an easy, elegant method to use for developing their communication style or strategy.
	Layer it up ... and give it time	T h i n k i n g t i m e
	Draft your primary message	A method for a fulfilling work environment.
	WHAT is your context? We have designed a method for effective communication that creates a more fulfilling work environment. By focusing on the purpose behind the message and on the people receiving the message, our method enables an individual to get the point across more quickly, accurately and concisely.	
	HOW: Acknowledging the language, culture and scope of my audience, and using the three principles of influence, I developed a workshop which I deliver regularly to clients, and wrote an eBook called "Get The Message, A Formula For Effective Communication".	



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