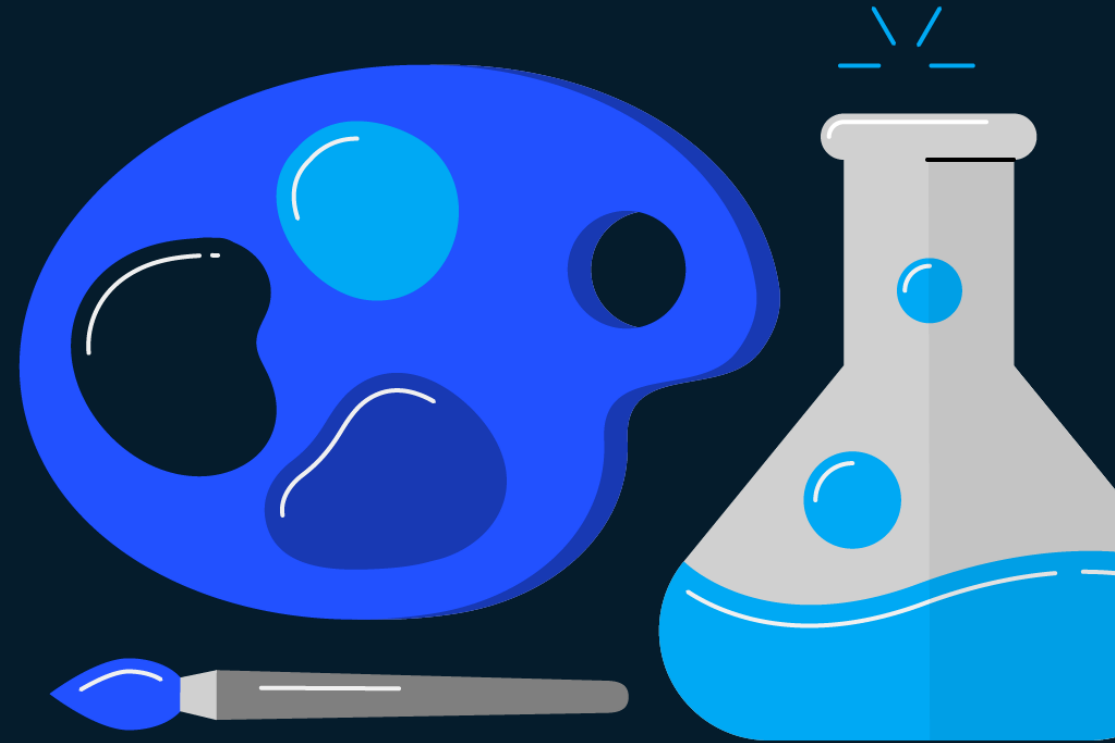


# Craft inspiring communications: Key Takeaways

Communicating for Impact



# Key takeaways

## Core content

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### What is a conversation?

- A conversation is an interaction which is on-going, fluid, and **involves two-way communication**
- Planning for the **conversation requires reflection** on what you know about the other person or people, your shared purpose, and the insights you will bring to the conversation



### Why is crafting inspiring communications important?

- It is important to **spend time crafting inspiring communications** because high-impact conversations do not happen by chance
- Success is more likely if we spend some time planning and orchestrating the flow of important interactions



### How do I apply crafting inspiring communications?

Leverage the following tools and/or techniques to master crafting inspiring communication:

- The Four Techniques for Crafting a Message
- Change stories
- Email must-haves

# EPIC guiding questions

## Worksheet

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### Conversation

Plan and orchestrate the flow of an effective two-way conversation

#### What questions do we ask ourselves?

How will you use questions and statements to spark the discussion? What questions might the other person have?

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How do you want the conversation to start and end (on a high note)?

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How do you want to deliver your message? How will you use the supporting materials and why?

#### Write your answers here

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# Four Techniques for Crafting a Message Framework

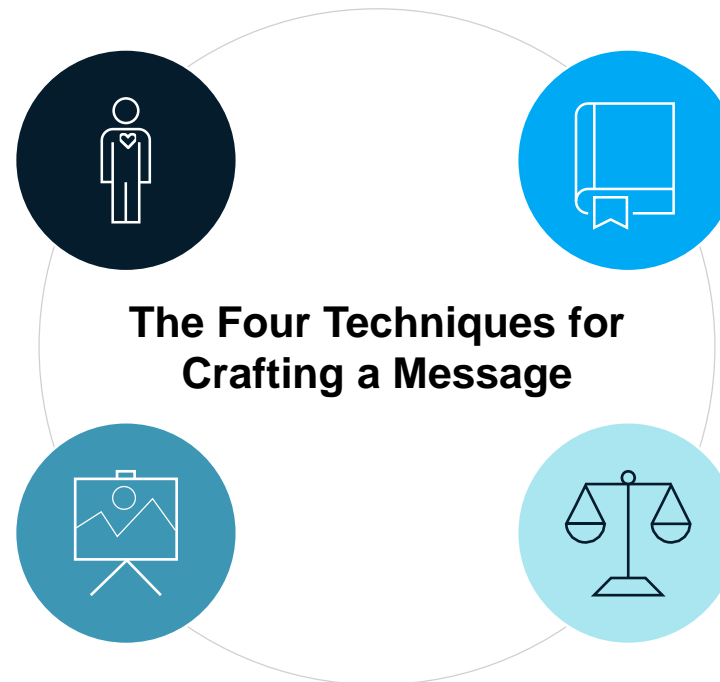
The Four Techniques for Crafting a Message framework helps to inspire your audience so they can understand, believe in, and act on your ideas. Logic and facts can convince your audience to act, however emotion can *inspire* your audience to act

## Infusing your message with personal meaning, emotion, and conviction

For example, consider the difference between “The merger will certainly succeed” and “I am certain that the merger will succeed”

## Using rhetorical techniques such as repetition, visual imagery, and analogies

For example, consider the difference between “We have an exciting opportunity to enter into new markets around the world with our product” and “We have the opportunity to reach thousands of Rebekahs and Rajeshes around the world and improve their quality of life with our products”



## Incorporating stories with emotion to make the message specific and concrete

For example consider the difference between, “teams are losing enthusiasm, and we are experiencing increased attrition” and “last week, I lost three team members. All of them cited boredom as a key factor in their decision to leave the organization”

## Balancing positive messages with negative messages

Studies suggest that you should have a ratio of three positive messages for every negative message you share with your audience

# Four Techniques checklist

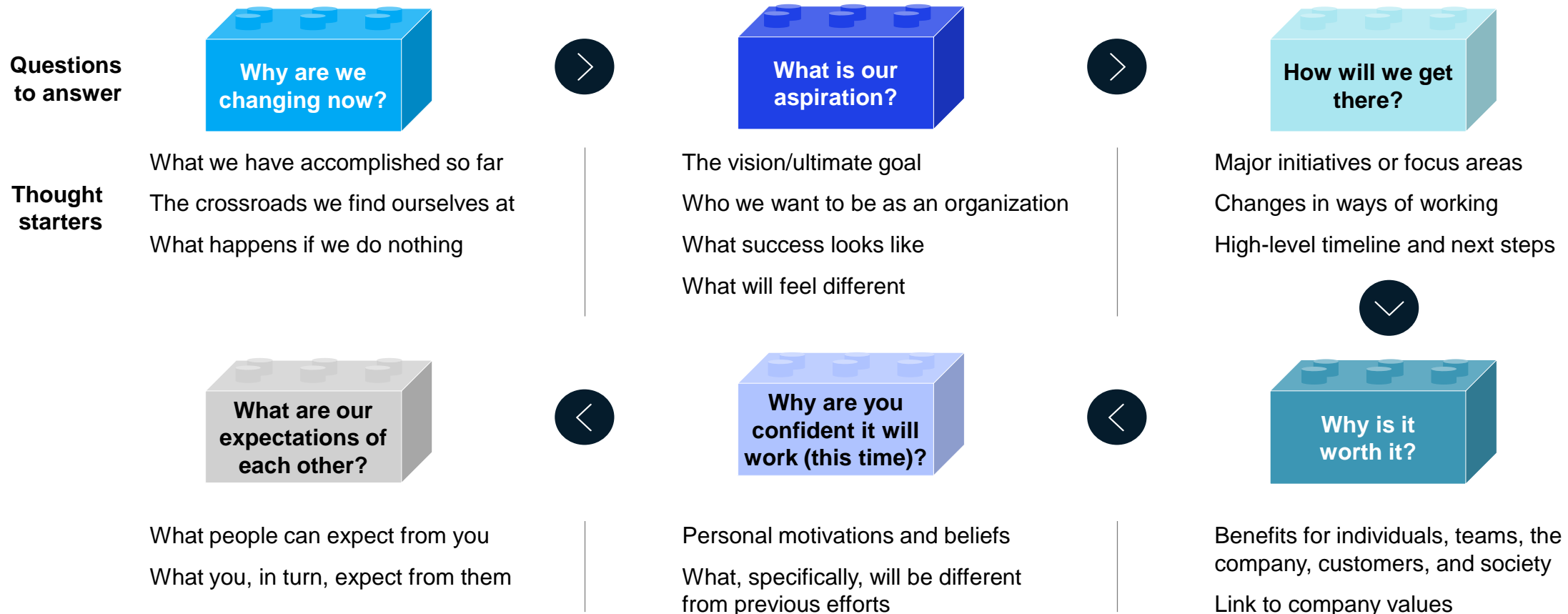
## Checklist

Four Techniques for Crafting a Message	Checklist for crafting a message	Write your examples here
<b>Infusing your message with personal meaning and conviction</b>	<input type="checkbox"/> Would your audience understand why this conversation matters to you?  <input type="checkbox"/> Do you have clear statements that illustrate your beliefs, thoughts, or feelings?	
<b>Incorporating stories to make the message specific and concrete</b>	<input type="checkbox"/> Does your message incorporate any personal stories?  <input type="checkbox"/> Is the story specific and relevant to your conversation?	
<b>Balancing positive messages with negative messages</b>	<input type="checkbox"/> Do you incorporate enough positive messages to counterbalance negative messages?  <input type="checkbox"/> Is there enough contrast in your message?	
<b>Using rhetorical techniques such as repetition, visual imagery, and analogies</b>	<input type="checkbox"/> Does your message engage your audience's imagination?  <input type="checkbox"/> Are you helping simplify or visualize complex concepts for your audience?	

# Change stories – Six major questions

## Framework

A change story is a clear, compelling, and aspirational description of the what, why, and how of the transformation. It is also a personal message from leaders, adapted to individual contexts. It can provide a reason to continue going when plans fail



# Email must-haves

## Checklist

Email must-haves	Keep in mind ...	Checklist
<b>Know your audience</b>	<p>This includes considering the needs and interests of the people you're addressing. Communications that are directed at an entire group—e.g., a team, a department—require an extraordinary amount of care and attention</p> <p>Choose your words carefully and qualify your statements appropriately. Tailor the message to the group</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Do you expect that they will have a strong reaction to the information you're delivering? If so, try to anticipate their questions and concerns and address them head on</li> <li><input type="checkbox"/> Do you need them to act on something, and how quickly? If so, make your call to action very clear by stating it up front or setting it apart from the rest of the text</li> <li><input type="checkbox"/> Are you addressing an audience that includes non-native speakers of your language? If so, consider the vocabulary and idiomatic expressions that you choose</li> </ul>
<b>Structure your message</b>	<p>This includes using top-down structuring to convey your message in a succinct and easily scannable format</p> <p>Any essential content should appear in the first few sentences with supporting information to follow</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Does your email start with the answer/ask/main idea first? If not, state your governing thought in the first few sentences of the email</li> <li><input type="checkbox"/> Is your email one or many large paragraphs of text? If so, cut away the unessential and use numbers or formatting to separate the content in logical groups</li> </ul>
<b>Avoid the unnecessary back-and-forth</b>	<p>This includes double-checking your emails to ensure that the conversation remains focused on the key messages at hand</p> <p>This requires ensuring that dates, attachments, and copied recipients are correct before hitting send. This also means paying attention to the subject line and creating new threads for unrelated topics that can cause confusion</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Are you fitting in multiple, unrelated topics in the same email? If so, create a new thread to separate conversations and focus the group</li> <li><input type="checkbox"/> Are the number of email recipients copied and attachments getting hard to track? If so, take 5 minutes before hitting send to double check each element to save everyone time and confusion from a mistake</li> </ul>

# Email must-haves

## Illustrative example

The screenshot shows an email composition window titled "Action needed - Message (HTML)". The interface includes a ribbon with tabs: File, Message, Insert, Options, Format Text, Review, Help, and Tell me. The email fields are as follows:

- From:** user@generic.com
- To:** all\_managers
- Cc:** (empty)
- Bcc:** (empty)
- Subject:** Action needed

The email body contains the following text:

**All:**  
**Our leadership summit will take place on March 8<sup>th</sup> at the Newtown Conference Center. We will discuss which clients provide us with the biggest opportunities to achieve the goals set out in our business plan.**

**As agreed last week, we need to leave the summit with a clear decision on which opportunities we will put resources toward achieving.**

**To prepare, please read the attached documents and come to the summit with a point of view.**

**Best regards,**

**[meeting organizer]**

Three callout boxes provide additional context:

- Subject line alerts readers that there is action required** (points to the subject line).
- Paragraph #1 states concisely why the meeting planner is sending the email. The email quickly confirms the meeting plans.** (points to the first paragraph).
- Paragraphs #2 and 3 articulate the need for participants to come prepared to meet the stated objective.** (points to the second and third paragraphs).