

COMMUNICATION PLANNING GUIDE



Global Knowledge®



INTRODUCTION

This Communication Planning Guide has been designed to help you more effectively plan and structure your next written or verbal communication.

The guide includes the essential skill models you need when communicating with others, either inside your organization, or to an outside audience.

You'll find the guide useful whether you're writing a memo, a letter, a report or proposal, or putting together a presentation or speech.

The guide also serves as an excellent tool to help you plan your next meeting or sales call.

After you have used the guide several times, the principles and models will become second nature to you and your preparation will become even easier.

Communication Topic

Date of Delivery

General Audience

Key Audience Members (Who are the people you must persuade to take action?)	
Name	Title/Position
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

COMMUNICATION OBJECTIVE

Action (What action do I want my audience to take as a result of this communication?)

Benefits (What are the benefits to my audience in taking this action?)

Achievable (Can I really get my audience to take this action with this one communication?)

Measurable (How will I measure my success?)

PLANNING YOUR MESSAGE

OBJECTIVE

Action	What action do I want my audience to take as a result of this communication?
Benefits	What are the benefits to my audience in taking this action?
Achievable	Can I really get my audience to take this action with this one communication?
Measurable	How will I measure my success?

AUDIENCE ANALYSIS

Background	What is their general experience? (job responsibilities, education, skills, expertise)
Needs	What personal and organizational needs must be addressed in my message?
Attitude	How do they currently feel about the issue or me?
Know Now	What do they currently know, or think they know, about the issue?
Need to Know	What do they need to know in order for them to take the action I want them to take?
Obstacles	What things could get in the way of achieving my objective?
Solutions	What actions can I take to overcome any obstacles?

CONTENT

Key Point	What must my audience know or believe?
Benefits	What are the benefits to my audience in accepting this key point?
Supporting Data	What information does my audience need to know in order to accept this key point?
Language/Style	Do my choices of language and style help make my message clear and persuasive?

AUDIENCE ANALYSIS

Type/Need	High Need For	Likes	Dislikes	Tone	Language Example
Control	High need to control the environment, decisions, people	Being in charge; making decisions; reaching own conclusions; making recommendations	Being told what to do; being controlled by others; not being listened to; group decisions	Direct, to-the-point, deferring	"Your decision really determines what steps we take next."
Caution	High need to gather and evaluate all available data, to minimize risk, before making a decision or commitment	Plenty of detail; time to make a decision; well researched/credentialed recommendations; seeing the likely future payback/ outcome of a decision	Being rushed to make a decision/implement an idea; unsubstantiated/unproven claims; going on 'gut' feel; sudden change	Reassuring, careful, minimizing risk, credentialed	"We've done our homework. We've looked at previous reports, and talked to the people who will be impacted the most to incorporate their ideas."
Attention	High need to be noticed by others and to be given credit for decision and results	Personal attention; having the respect/approval of others; being viewed as skillful; being asked for opinions	Being lost on a team; not seeing personal contribution; not being given personal credit for ideas/results; failing in public	Personal, flattering	"Your contribution in helping us get to this stage has been invaluable."
Acceptance	High need for being part of the team, to be liked by others and to avoid conflict	Support of others; opportunity to work with others on a team; being liked by others; socializing	Conflict; rejection; not being part of a team effort; not being asked for input	Warm, friendly, supportive	"By working together, we can build a solution in which everyone wins."
Structure	High need for logic, order, process, systems	Seeing the big picture before looking at details; accuracy; clear explanations; logical flow in all communication (written & verbal)	Lack of clarity; disorganization; unclear logic; sloppy thinking	Formal, precise, step-by-step	"Before getting into the details, I'd like to go through our overall plan, one step at a time."
Success	High need to achieve results, profit, productivity, efficiency, quality	Beating the odds; getting on with the task at hand; envisioning the desired outcome/result; winning	Nay sayers; too much time spent researching versus doing; low energy; losing	Confident, recognizing achievement	"There seems to be little question that implementing this plan will dramatically improve our results."

	Group Generally	Person A _____
Background What is their general experience? (Job responsibilities, education, skills, expertise)		
Needs What personal and organizational needs must be addressed in my message? (Select the 2 highest needs)		
Attitude How do they currently feel about the issue or me?		
Know Now What do they currently know, or think they know, about the issue?		
Need to Know What do they need to know in order for them to take the action I want them to take?		

AUDIENCE ANALYSIS

Person B _____	Person C _____	Obstacles	Solutions to Overcome

STRUCTURING COMMUNICATION

OPENING (One or two sentences for each step)

I Issue/Problem

What is the issue that needs attention? Why? What is the impact on the audience?

O Opportunity/Solution

What is being recommended to address the issue or problem? (General statement only.)

C Credentials

What have I, or we, done that qualifies me to make this recommendation? (Consider audience needs.)

B Benefits

What are the benefits to my audience in accepting this recommendation?

A Action

What action do I want my audience to take as a result of this communication?

A Agenda

What will I cover?

STRUCTURING COMMUNICATION

BODY (For each key point in order of importance to your audience)

Key Point #1 (Most Important)

What must my audience know or believe?

Benefit

What are the benefits to my audience in accepting this key point?

Supporting Data

What information does my audience need to know in order to accept this key point?

Key Point #2

What must my audience know or believe?

Benefit

What are the benefits to my audience in accepting this key point?

Supporting Data

What information does my audience need to know in order to accept this key point?

STRUCTURING COMMUNICATION

BODY (For each key point in order of importance to your audience)

Key Point #3

What must my audience know or believe?

Benefit

What are the benefits to my audience in accepting this key point?

Supporting Data

What information does my audience need to know in order to accept this key point?

Key Point #4

What must my audience know or believe?

Benefit

What are the benefits to my audience in accepting this key point?

Supporting Data

What information does my audience need to know in order to accept this key point?

STRUCTURING COMMUNICATION

SUMMARY

Restate Opportunity/Solution

What was my general recommendation?

Recap Body (Key Points)

What key points were covered, and what was the general agreement on each?

Request Action

What do I want my audience to do?

POST PRESENTATION REVIEW

What should I keep doing?

What should I stop doing?

What should I start doing?



Note to the Participant

Your organization has paid a participant fee for you to use this Communication Planning Guide. Payment of this fee entitles you to use and retain these materials. Neither this nor any part of the Communication Planning Guide may be revised or reproduced in any form or format now known or hereafter invented or created without permission of the Publisher.

To order additional Communication Planning Guides, please contact your local sales representative or contact us at 1-800-268-7737.