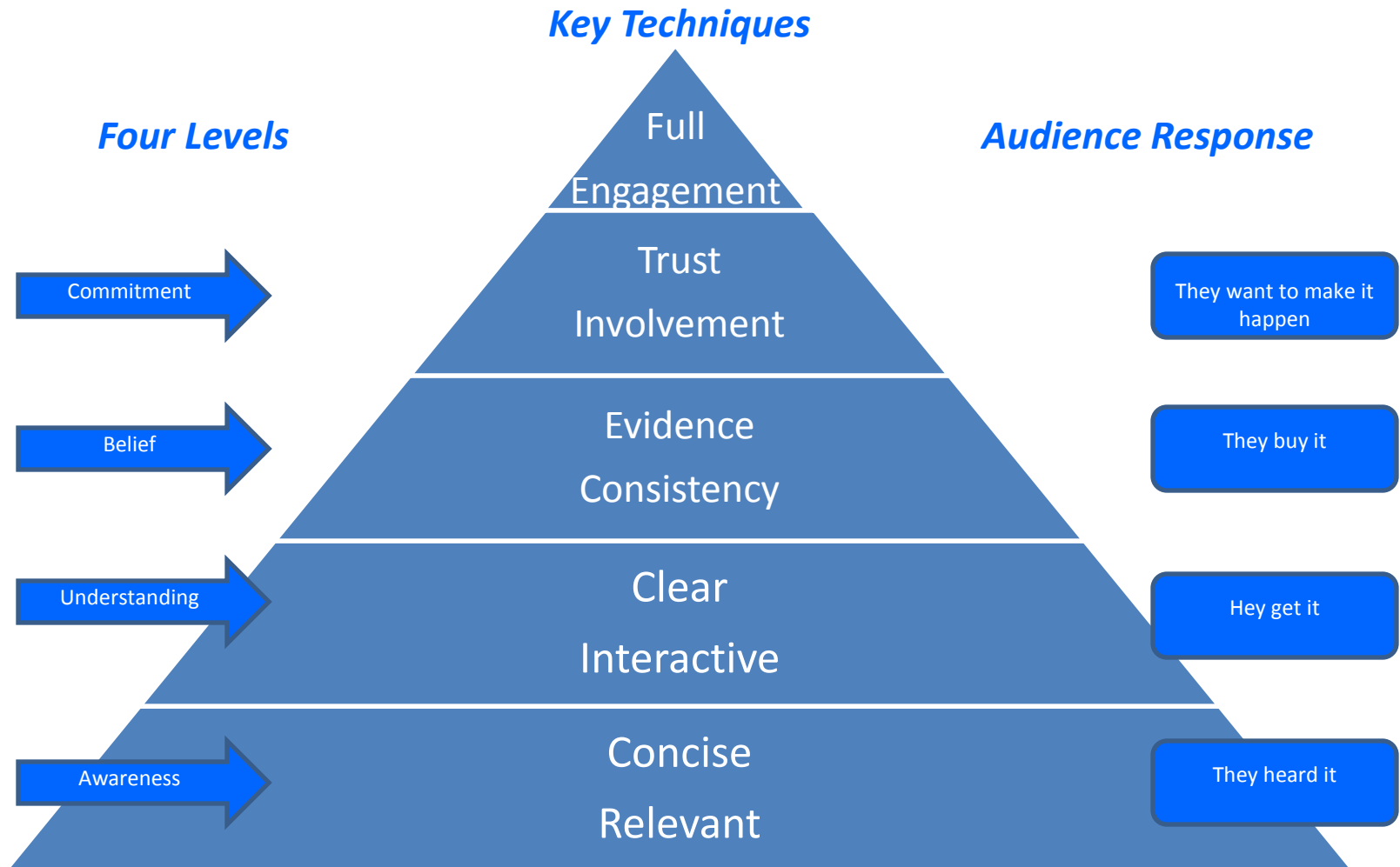


Communication Pyramid



C.L.E.A.R Communication

- **Context**

- How does this information fit into the bigger picture?
- How does it relate to other things with which the audience is already familiar?
- Where did it originate?
- To what it is responding?
- What is size or scope?

- **Links to the receiver**

- Why should the audience care about this?
- What good will it do?
- How will this advance their interests?

C.L.E.A.R Communication

- **Examples**

- What kinds of things will be affected by this, and how?
- What should the audience be doing differently because of this?

- **Analogies**

- How is it similar to something in everyday life or from other initiatives with which they are already familiar?

- **Representative Picture**

- How can you depict this visually? A chart, graph or picture really does communicate more clearly than a thousand words. It can also stimulate more questions.