

Does Your Material Engage People?

Does your information lead to change?



Help people want to act on your information.

Make your information:

1. Available

☐ Is the information easily accessible?

2. Interesting

☐ Is the information relevant?

(Does it deal with the audience's needs and interests?)

3. Actionable

Is the information:

☐ Clear, concise and practical

☐ Clearly beneficial

☐ Easily tested?