

The 7 Habits of Highly Effective People®

Three Ways to Be Understood

Use this tool to respectfully seek to be understood using credibility, heart, and head.

Audience

Who is your audience? _____

What do you think matters most to your audience in this situation?

What is the most important thing you need them to understand?

Credibility

Credibility is why your audience should trust you. You may have credit in the bank or need to make deposits. Mark your current level of credibility:

Suspicion

Trust

My credibility is built on, or could be built on, the fact that:

I am knowledgeable in this area.

I'm trying to do the right thing.

I have a good reputation.

I have authority.

Heart

Heart is about appealing to how the audience feels. They'll be more likely to embrace your ideas when you connect them to what they care about.

It seems like my audience feels this emotion: _____

Because:

After I share, I want them to feel: _____

And I can acknowledge or appeal to how they feel by doing or saying:

Head

Head is about using facts, logic, or evidence that supports your message.

The research or data that supports my message:

Examples I could share:

The Opening Message

Be wary of statements that begin with “you” since they can sound accusatory. Use an “I” statement to share your perspective or a “we” statement to include your audience. Write an opening “I” or “we” statement below: