15.280 Communication for Managers
Fall 2008

COMMUNICATION PLANNER

COMMUNICATOR STRATEGY
Determine your objective. In one sentence, what do you want your audience to DO, BELIEVE <u>OR</u> UNDERSTAND, as a result of your communication?
What style will help you reach this objective: tell, sell, consult or join?

AUDIENCE STRATEGY
State your audience's bias (positive, neutral or negative) and involvement (high or low):
If you don't use a direct structure, what's the reason for an indirect one?
What type of argument (one- or two-sided) is best to reach your objective?
You'll likely need to be persuasive to reach your objective. Remember Cialdini's principles as excerpted here in his own words:

Liking:	Uncover real similarities and offer genuine praise
Reciprocity:	Give what you want to receive
Social Proof:	Use peer power whenever possible
Consistency:	Make their commitments active, public and voluntary
Authority:	Expose your expertise; don't assume its self-evident
Scarcity:	Highlight unique benefits and exclusive information

QUESTIONS AND OBJECTIONS
Whether you're writing or speaking, you've got to consider what questions and objections your audience will have. List a few expected questions and objections here, and make a plan to address them:

QUESTIONS	OBJECTIONS
1.	A.
2.	B.
3.	C.

MESSAGE STRATEGY

Imagine you had only a few lines of text or a few seconds to communicate your message: what is your **MAIN POINT?**

What are the benefits of your message for your audience—what's in it for them?

1.

2.

3.

Remember the Audience Memory Curve. You need to do something in your introduction to get your audience's attention. What will it be?

You'll repeat your message when you end your communication and you'll offer next steps. What will they be?

VISUAL AIDS

If you're preparing a presentation: what are the best visual aids to use?

If you're using PowerPoint, remember what Gene Zelazny says, when designing your visuals:

What:	Pictures, models	When:	Calendars, Gantt charts
Where:	Maps, plans	How:	Diagrams
Who:	Organization charts	How much:	Tables, charts

And remember that the message title on each slide needs to answer the "So What?" question.

ONE LAST THING

These are people you are communicating with—picture them as you write your document or plan your presentation. What can you do to acknowledge them? How can you make them feel a part of the communication? Make a point to make a personal connection. Consider and reference your common experiences. And, as always, talk with them, not at them.