

Crafting Your Message: Putting It All Together

Before delivering a communication you should think through key items to be sure your message is complete and thorough.

Ask yourself the following questions as you are drafting a written communication, planning a verbal message you need to deliver, or reviewing an e-mail you are about to send.

Who is the message to?

What are your key message/main points you want to communicate?

- What do you want the person to feel, know or do as a result of the message.

What questions will the receiver have?

How will the message impact the receiver?

What method(s) should you use?

What should the timing be?

- Is there anyone else you should be coordinating your delivery with? Other impacts on timing?

Is there anyone else who needs to be "in the loop"?

- Any FYI's? Who else needs to know?

Practice Crafting Your Message

Think about a current situation that requires you to deliver a message to an individual, your team, a peer or your manager. In the space below, describe the situation, and then respond to the questions in the worksheet below.

Describe the Situation:

Question	Notes
Who needs to receive the communication?	
What are your key messages? (feel, know or do as a result)	
What questions will the receiver want answered?	
How will the message impact the receiver?	
What method(s) should you use?	
What should the timing be?	
Who else should receive the communication? Any FYI's?	