

# Communication Methods

There are multiple ways to communicate a message to others. This chart shows the strengths and challenges to each communication method. It is important to know what you want to achieve when you select a communication method or know what you “give up” in selecting a particular method.

Methods	Cost	Trust	FOR-fit*	Lasting Effect	Shapes Behavior	Share Information
1:1	High	High	High	High	High	High
Small Group	High	High	High	High	High	High
Large Group	Medium	Medium	Medium	Low	Medium	Medium
Phone	Low	Medium	High	Low	Low	Medium
E-mail	Low	Low	Low	Low	Low	Medium
Text/IM	Low	Low	Medium	Low	Low	Low

*\*FOR-fit – Frame of reference fit (how well you can tailor the message to the recipient).*

When crafting a message pay attention which method may be best suited for the situation. Some things to think about are:

- Who is the audience and what do you want them to think, feel or do?
- What method would best help the audience understand what you are communicating?
- What do you think you are gaining or giving up with this method? What are the benefits of using multiple methods?
- What is your primary method of communication? Is that the best method for different situations?