

## 5 ways to check:

When checking to see if your communication has a good chance of being memorable, ask yourself whether you have:

1. **Adopted language that will appeal to your audience?** (e.g., for a management board: "We need to reduce risks in our supply chain by cutting the overtime maximum for each driver" rather than "We need to stop Fred pulling 20-hour shifts to cut the risk of him crashing his rig" which might suit his immediate supervisor)
2. **Used alliteration and patterns?** My high-level points for this document do both. I have four C's as well as an adjective-noun pattern that forms a rhythm: Clear thinking, concise language, consistent presentation, and catchy style.
3. **Chosen strong and varied verbs?** (especially avoid variations of "to be" verbs, e.g., am, are, is, was, were)
4. **Used examples and stories to position dry facts in a real-life context?** (e.g., Do this: "Ned from Newcastle is understandably frustrated. He has to wait 10 days to receive his online stationery order, while Bill from Bankstown receives his within 24 hours, even though both live within 1 km of one of our stores". Don't do this: "Delivery times for online orders take 10 times as long to arrive for Newcastle residents than for people in Bankstown")
5. **Checked for "the cringe."** If you cringe or stumble while reading your work out loud, you will know that the rhythm or language is off.

read aloud



## CATCHY STYLE

At a base level you want to present intelligent ideas clearly, so your audience grasps your message.

You don't want them being like Homer Simpson, who said, "When I don't understand, I just make it up."

And, if they don't understand you, they WILL make it up.

Being clear and then going the next step so they remember your message requires a whole lot more effort.

The most helpful strategy I know is to read your work out loud to yourself (or a pet) to check for five stylistic tricks that imprint your messages on your audience's minds.

I share them here. *High-stakes communication needs to be memorable, not just clear*



# RESOURCES

## Free ...

- **Editable blank Storyline templates:** Download the file at [ClarityFirstProgram.com/Templates](https://ClarityFirstProgram.com/Templates)
- **Video course: Communicate With Impact.** Three short videos with ideas to help you think differently about your upward communication. Visit [ClarityFirstProgram.com/cwi](https://ClarityFirstProgram.com/cwi)
- **Book preview: Engage for individual contributors.** This book introduces 10 common communication patterns to help you clarify and convey complex ideas. Download part 1 here: [ClarityFirstProgram.com/Engage-FreeChapter](https://ClarityFirstProgram.com/Engage-FreeChapter)
- **Book preview: Elevate for leaders.** How to set your team up to prepare presentations that you can quickly approve (without rewriting them yourself). [ClarityFirstProgram.com/Elevate-FreeChapter](https://ClarityFirstProgram.com/Elevate-FreeChapter)

## Paid ...

- **Books:**
  - **The So What Strategy.** Visit [sowhatstrategy.com](https://sowhatstrategy.com) to learn more
  - **Elevate** for leaders who want to set their teams up to prepare presentations they can quickly approve (without reworking). Visit [ElevateToEngage.com](https://ElevateToEngage.com) to learn about Elevate as well as its companion book for individual contributors, **Engage**.
- **C-suite communication course: Engage.** Four hours of engaging and short videos that will radically shift the way you think about preparing your next c-suite communication. Allow extra time to complete the case studies and to practice using the ideas as you progress through the modules. Learn more here: [ClarityFirstProgram.com/Engage](https://ClarityFirstProgram.com/Engage)
- **Private and Public Group Programs;** Visit [ClarityFirstProgram.com](https://ClarityFirstProgram.com) to learn more about the range of workshops, courses and coaching I offer, or email me at [contact@clarityfirstprogram.com](mailto:contact@clarityfirstprogram.com).