



4 steps to take:

1. **Keep your introduction short** - no more than 15% of the total. It should outline what you are talking about and why it matters now. For short communication such as emails it may be the first sentence, for longer papers and decks it would be proportionally longer.
2. **Focus your whole communication around a single message** that is expressed as a single, powerful, short sentence
3. **Organise the body of your communication logically** around 2 - 5 high-level points that link directly to that single message
4. **Order those ideas logically.** For example, my 4 C's are arranged in what we call a 'grouping structure, that begins with the things that I think matter most (the quality of ideas themselves) and works toward those that while important have less substantive impact on your success

Download six templates for structuring your ideas onto a page at: ClarityFirstProgram.com/Templates

CLEAR THINKING

Clear thinking is the magical ingredient in all successful communication. But, aside of just 'knowing' that your thinking is clear, how do you ensure you have presented it in a way that is clear to your audience?

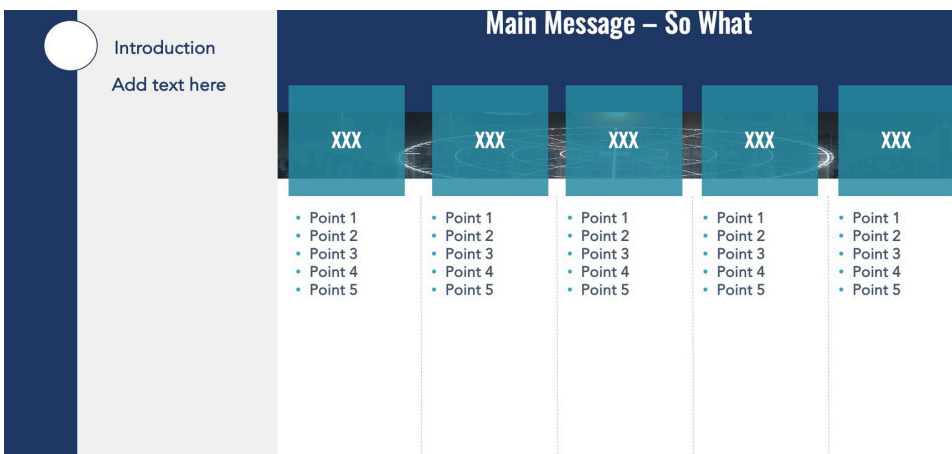
The best tactic is to map your ideas into a single structured page, so every idea has a clear position in your thinking.

The limited space (so long as you keep your font at an absolute minimum of 9 points!) forces you to synthesise the high-level points and the structure helps you check the right supporting ideas are in the right place below.

Structuring like this helps you clarify your message before using language to fine-tune the ideas.

I find this faster and more effective than working bottom up by editing sentences to extract the core messages.

Even if you are not communicating in your native language with perfect grammar and syntax, you will be effective if your thinking is clear





RESOURCES

Free ...

- **Editable blank Storyline templates:** Download the file at 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
- **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
- **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

Paid ...

- **Books:**
 - **The So What Strategy.** Visit 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 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
- **Private and Public Group Programs;** Visit ClarityFirstProgram.com to learn more about the range of workshops, courses and coaching I offer, or email me at contact@clarityfirstprogram.com.