

Leader Toolkit

Effective communication planner



We are **COLLABORATIVE** and **CUSTOMER OBSESSED** leaders.

We build trust, communicate and support each other. We respond with energy and passion.

Why use this tool

Effective communication is a key skill and improving communication has many benefits.

Use this tool to prepare for and get the most out of all communication you do as an individual and as a leader.

When to use this tool

Use this tool to prepare for any communication.

Preparation in advance will help you understand and achieve the outcome you seek.

How to use this tool

1. Be clear about the purpose, required outcome and reason for the communication then use the planner to work through the detail of the communication including
 - People involved - audience, connections and support
 - Barriers to the communication
 - Questions to be asked to elicit discussion.
2. Medium - understand the pros and cons of using various media.

Consider you medium of communication

Tips

- **Adjust to your audience** - tailor your message so it is appropriate and engaging for the receiver
- **Be clear** - make sure what you mean is clearly understood. The more specific, straightforward and factual information you share, the better the understanding will be.
- **Get to the point** - don't go on for too long or add in messages that are not relevant.
- **Use simple direct language** - avoid long complicated sentences and jargon

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Prepare your communication

Purpose	What is the purpose/ subject and /or key message?	
Desired outcome	At the end of this meeting, I want my/ team / individual to ...	
Reason for communication	Why are you sharing this information? Why is this important to you and others?	
Audience	Who is the audience, recipient of the communication?	
Connections	What personal or work connections can you make with the information that may help you deliver the information?	
Support	Who else should be involved? Is there anyone else who can support you in delivering the message?	
Barriers	What questions or barriers are you likely to encounter regarding this communication?	
Questions	What questions can you pose to generate discussion?	
Medium	What medium is the most effective/appropriate for you to use for your communication? See Consider your medium of communication	



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Consider your medium of communication

Medium	Advantages	Disadvantages
Meetings	<ul style="list-style-type: none">• Effective for getting out the same message to all attendees at the same time• Supports discussion of the topic• Can observe individual reactions and body language.	<ul style="list-style-type: none">• Time consuming - many people hours consumed• Danger of people not actively listening• Typically overdone - people turn off• Danger of lack of clarity and progress on next steps unless great minutes taken and assignments followed up
Email	<ul style="list-style-type: none">• Permanent record• Low cost• Can "hit" many people at once• No doubt about message being sent• Useful to instruct or inform	<ul style="list-style-type: none">• One way - cannot observe reactions• No chance to check if message received properly• No nuance - tone of voice, body language• High chance of being misunderstood
One-on-one conversation (phone, Skype for Business, face-to-face)	<ul style="list-style-type: none">• Allows you to be more persuasive• Most carefully listened to• Allows real-time feedback• Allows you to pick up nuances - tone of voice, body language• Easy to be specific about next steps	<ul style="list-style-type: none">• Labour intensive - expensive• Time consuming - expensive• Often no record - but sometimes that is the point
Formal events (e.g. launches, offsites, celebrations)	<ul style="list-style-type: none">• Most dramatic• Useful to signal a new direction – to empower• Good to get buy-in• Good for symbolism• Can mobilise emotion	<ul style="list-style-type: none">• Typically expensive• Mostly one-way communication• Real danger of people not actively listening• Hard to ensure follow up

