

Communication Strategies:

Audience strategy: communication takes place in the mind of the listener

- Primary Audience: the person you are talking to
- Key influencers: Have an impact on the primary audience's views
- Secondary audience: if somebody is forwarded the email, etc.
- The problem of knowing too much, how much should you expose?
- Mixed background audience, who should you focus on?
- Format expectations: don't text to break up
- Second language issues
- Emotional attitude of the receiver
- Interest level
- Probable bias
- Difficulty of desired action
- Persuaded by:
 - audience benefits (tangible benefits, career benefits, ego benefits, personality benefits, group benefits, consistency benefits)
 - Credibility

Message structure:

- Openings/closings: what people remember the most.
- Problem solution structure
- One sided vs. two sided
- Pro con for non controversial, con pro for controversial
- Inoculation: present the straw man argument (counter argument to be broken down)
- Ascending (strongest first) for knowledgeable audience. Descending (strongest last)
- Ask for less- foot in the door
- Ask for more
- Direct approach: bottom line up front
- Indirect: delay conclusions good for sensitive message, low credibility, hostile audience
- The retention dip: attention drops in the middle of the communication
 - Chunking: use sections and headings.. break it up
 - Repetition
 - Flagging: make something known as important
 - Unexpected change
 - Visual reinforcement
 - Storytelling
 - Emotional connection
 - Increase attention
 - Cross reference it with credibility

Story elements

Inciting incident

Protagonist faces an obstacle

A reason to continue on

Decide to continue on

Result

- Channel Choice:
 - which does the audience prefer?
 - How much audience interaction?
 - Is non verbal better?
 - Is timing essential?
 - Should there be a permanent record?
 - How much detail is necessary? (easier to be detailed in writing)
 - What are the risks?
- When to write:
 - Complex or detailed info
 - If you need to be precise and edit
 - If you want to save the audience time
 - If you want thought out feedback
 - If the primary audience is unknown
- When to present w/ verbal communications:
 - If you want non-verbal feedback (audience facial expressions)
 - If time control of message is essential
 - Enhance group interaction
 - Receive immediate feedback
 - Build a sense of community
- When to meet
 - When you want immediate feedback
 - When you want to build a relationship with audience
- Writing Continued...
 - Is it too risky?
 - How immediate of a response do you need?
 - Are you the right messenger?
- Getting organized
- Define problem
- Analyze audience
- Choose a tell/sell/consult style
- Strategy (direct: when you have good news, don't need to question, 90% of the time vs. Indirect)
- Choose a channel (letter, oral, email, consultation etc.)
 - Writing should be straightforward and unadorned
 - No complex language, don't be repetitive, no metaphors
- Documents should be standardized
- Don't get ahead with flashy writing, win points with good content
- Planning stage of writing:
 - Determine goals
 - Analyze audience
 - Gather data

- Analyze/organize information
 - Chose a form of communication
- Drafting stage of writing
 - Be flexible
 - Keep on writing
 - Use your personal strategies
- Revising Stage
 - Revise the content, structure, format (is all necessary info there?)
 - Edit confusing sentences and words (focuses on style)
 - Proofread for grammar (mechanics)
 - Proofread for flow
 - You WILL need to regress back to drafting and planning. Called RECURSIVE
 - Revise then edit then proofread
 - If possible, have somebody else proofread your documents
- Challenges during writing:
 - Writer's block
 - Group writing (must agree on guidelines, tasks, and a timeline)
 - Digital publishing (account for small screens, high skim value)