



Fundamentals of Effective Communication

Week 2: Clarify Your Message

Homework

Today we talked about the second step in developing effective communication: *Clarify your message*. If you missed the live training, please go to the Yacht Club Portal and catch the replay, as the homework will make MUCH more sense if you hear the full discussion.

For this exercise, continue to consider the audience you were thinking of when you did the Week 1 homework. Now you'll work through a message you want to send to that audience. Remember, the words you'll use to convey your message are NOT IMPORTANT at this stage. You just need to get clear on what you have to say. (How you say it is next week. 😊)

1. What is your goal in communicating with this audience now? What do you need for them to KNOW or DO?



2. What information does your audience need so they can understand what you are saying to them? (Think *who, what, when, where, why*)

3. What context or background does your audience need? (Is this brand new to them? Start at the beginning. Have you discussed this topic before? Provide a quick refresher. Etc.)



4. What are the next steps the audience needs to take? Will they know how to take those steps or do you need to provide detailed instructions? (Remember the Know Your Audience homework where you thought through what else your audience has going on.)

5. What should people do if they have questions? How do they contact you/who else should they contact?
