

COMMUNICATION MODEL

Communicating a clear, concise message that fosters commitment.

Communication that inspires commitment is a critical skill for high performing leaders. Show that you respect & care about the people receiving your message by taking time to thoughtfully design it.

THE COMMUNICATION MODEL



Inform

This is the **rational** part of your message. Communication needs to be simple, concise & clear as to the implications.



Inspire

This is the **emotional** part of message. Effective communication touches our hearts by providing a compelling vision of the future & supports a meaningful purpose.



Involve

Engage people with a **call to action**. What are the next steps or expectations as a result of the communication?

4 STEP MODEL: COMMUNICATE YOUR MESSAGE IN THIS ORDER

1

What

A simple statement of what is occurring.

2

Why

Share why this "what" is occurring. Why is a change or decision being made, why this feedback is important, etc.

3

What's In It For Them? (WIIFT)

Why should they listen to you? Why should they care? How will this benefit your audience?

4

How

Explain the logistics of the "what". Describe the details of how the "what" will happen. It's also the time to empower people to act.