

Date _____ Subject _____

Name _____

Preparing for Communication

Planning to communicate in
order to ensure success

Message ▼

What is my message?

What am I trying to say or tell people about?
What are the main points I want to hit?
What are some interesting things I would
like to add?

Audience ▼

Who is my audience?

What do I know about them? What do they
like or dislike? What do they already know
about what I am communicating?

Mode ▼

What is the best way to get my message across?

To what does it best lend itself? Spoken or
written words? Pictures or photographs?
Tables and charts? Music or sounds?
Gestures? Actions?

Purpose ▼

Why am I communicating?

What do I want to happen? How do I want
people to feel? Do I want them to change?
To feel inspired? To laugh?

Media ▼

How will I put it all together?

What media can I use to pull together
the different modes I have chosen?
Poster? Written and illustrated report?
Presentation with visual aids? Video?
Slide show? Skit or play?

