

# Workplace Communication

Distinguishing characteristics

# Setting/audience sensitive

- Point of View [pov]
  - Audience-centered
  - Action focused
- Style
  - Direct
  - Front-loaded
  - Precise
  - Concise
- Visually designed
  - Parallel lists
  - Descriptive headings
  - Integrated graphics
  - Short paragraphs & sentences

# It's not about you!

- Overcomes innate self-preoccupation
- Develops trust / relationship
  - Difficult to establish
  - Devastatingly easy to destroy
- Sees world through audience's eyes
- Serves audience's needs/interests

# It's about your Audience

- Facilitates rapid, accurate understanding
  - Data stripped to what's essential
  - Organized for rapid/accurate access
  - Minimal/calculated references to “I/we/us”
- Sets up confident decisions & actions
- Creates messages that can be received, understood, used, and recalled efficiently

## It's Action focused

- Anticipates & meets needs rather than explores ideas or discovers information
- Triggers action not approval
- Spells out clearly what you want the audience to do...and why
- Does the legwork & verification to save audience time/money

# It's Direct and timesaving

- The audience knows within seconds of hearing or reading the message:
  - Why it just came...
  - What it is about...
  - What he/she is supposed to do now...
- The audience knows within seconds of hearing or reading the concise action closing:
  - What to do...
  - When...
  - How to contact the sender...

## It Frontloads key information

- Positions key idea at beginning of each section or paragraph
- Provides supporting details underneath:
  - Explanations
  - Supporting evidence
  - Illustrations
- Rarely attempts to build up to key point

# It's Precise

- All the precise, relevant data the audience needs to understand and act.
  - Exact numbers, dates, distances, amounts, etc.
  - Connecting explanations
  - Supporting evidence
- Factual: can be verified independently
- Emphasis on accuracy and reliability

## It's Concise

- Content: Only the details the audience needs to understand and act.
- Style: The fewest possible number of words needed to help the audience understand and act
- Eliminates anything that does not directly aid audience understanding and action.

# It's Visually planned

## **Designed for efficient reading/emphasis**

- Parallel lists
- Descriptive headings
- Integrated graphics
- Effective white space & idea placement
- Short paragraphs and sentences