

4P's of Effective Communication

Purpose

- Show logic and provide a well-researched rationale
- Present the relevance of the information you are sharing
- Give supporting evidence including needs and benefits

Plan

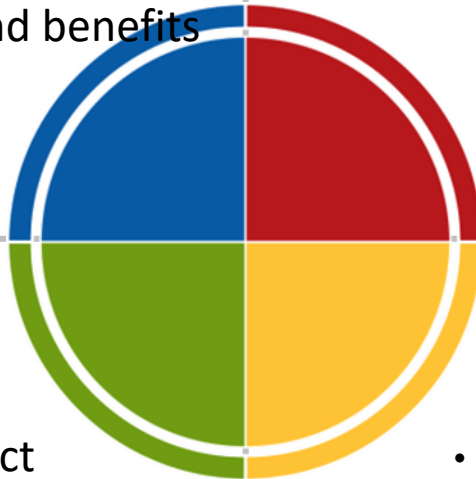
- Propose a call to action
- Present a goal-directed and time-focused plan with clear expectations and next steps
- Describe how success will be measured

People

- Recognize the effect on people
- Connect with feelings, values and role interdependence
- Acknowledge political realities and commit to learning from the past

Big Picture

- Paint a compelling vision of what is possible
- Connect with a creative and far-reaching goal
- Provide a visual image, metaphor, personal story or slogan



Key Questions

Purpose

What are the driving forces or reasons for this change?

Plan

What action steps are planned and what are the timelines for each action?



People

How will this change impact day-to-day roles and relationships?

Big Picture

What is it going to be like when the change has been achieved?

