

# The Three Dimensions of Clear and Effective Communication

The communication that I need to make clearly and effectively:\*

Dimension	Consideration	Thoughts, Planning and Strategy**
<b>The message</b>	What do you <i>want</i> to say?	
	What do you <i>need</i> to say?	
	<i>Why</i> do you need to say it?	
<b>The audience</b>	The potential impact.	
	The intellectual bridge.	
	The emotional bridge.	
<b>The delivery</b>	Structure and code.	
	Tone and timing.	
	Measurement and loopback.	

\* The more clearly and completely you describe your subject matter and audience, the better you will succeed.

\*\*Add extra sheets for thoughts, planning and strategy.