

ISSUE 4 | AUGUST 2004

COMMUNICATION – Part I of IV: Planning the Message*

“Communication works for those who work at it.” – John Powell

Communication is the process of conveying information and meaning.

Successful communication occurs only when all parties understand the message (information) from the same perspective (meaning). For most of us, at least 75% of our workday is consumed by communication. Successful communication is a multi-step process.

What do I need to do in order to “Plan the Message?”

Ask yourself the following questions:

1. What is the goal of the message?

Set the objective and determine what you need to say to meet it.

2. Who should receive the message?

Include everyone who needs to receive your message.

3. How will I send the message?

With receivers in mind, plan best way to convey message. Remember, use oral channels for sending difficult/unusual messages, less rich written channels for transmitting simple and/or routine messages to several people.

4. When will I transmit the message?

Timing is important. Don't plan a 15 minute meeting 5 minutes before quitting time.

5. Where will the message be transmitted?

Decide on the best setting (your office, receiver's office, etc.); minimize distractions

What message will you plan to deliver this week?

* Some information was taken from the text: Leadership, by Lussier and Achua