

# Planning to communicate

Good planning will improve your communications by ensuring:

- the content of your communication (written, oral, graphic) is appropriate to the needs of your intended audience.
- the purpose of your communication (entertain, inform, etc.) is achieved.
- you are (more) confident in yourself by knowing and understanding the topic and points you will be communicating.

There are many ways of planning to communicate – this is one that works!

Assuming that the topic is known, there are six steps. Use the Communication Planning outline on the reverse of this sheet to assist you in preparing your communication.

## 1. Generate Ideas

This first step involves exploring your topic and developing a number of ideas that will help you to 'frame' your communication. The Mind Mapping process is an ideal tool to assist you, or explore the topic with others (friends, colleagues, etc.) and record their ideas for later consideration.

## 2. Decide Purpose

Having collected a range of ideas you will now need to define your purpose. There are five kinds of Purpose – to inform, to entertain or amuse, to persuade, to inspire, and/or to arouse to action. It is important to have a clear written statement of Purpose before moving to the next stage.

## 3. Develop Ideas

Select the ideas that will best support the Purpose and develop these ideas by collecting information, quotes, statistics and/or graphics that illustrate and/or reinforce your idea/s and will be of interest to your intended audience.

## 4. Prepare Conclusion

The conclusion is prepared first because it is the 'anchor' to which your communication will lead. Use it to summarise and reinforce the thrust of your communication and because it is often the part that will be remembered best, try to make it worth remembering.

## 5. Devise Introduction

Grasp the attention of the audience with bold or provocative statements (that you can later clarify) or humor, if this suits your Purpose and your audience. Your introduction says to the audience "this is something worthwhile".

## 6. Revise and Integrate the Communication

Includes taking a step back for a "big picture" view of your communication. Does it flow? Is it logical? Does it match the purpose?



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4. Prepare CONCLUSION

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5. Devise INTRODUCTION

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6. REVISE & INTEGRATE (flow of argument, links between ideas, use of words, grammar)

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