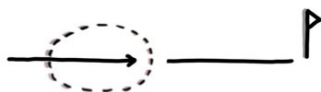


STRATEGIC COMMUNICATION

FOUR STEPS:



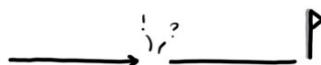
1. Share your goal. What do you want to achieve?
E.g. a successful project, more cooperation, a quick decision, better involvement.



2. Shortly elaborate on the activities so far.
What steps have been taken? How was the journey? Any positive outcomes already?



3. Now focus on the present: what is the current state? So, what is the topic of your question or message? It could for example be a step, a choice or specific content.



4. Ask your question or share your message.

TWO EXAMPLES:

* Should we send Pete and Evelyn an invitation for the client event?

=> possible thoughts or reactions by the recipient: "How come they are not on the list? Aren't the invitations sent yet? What is the status of the catering if we don't know who's invited or coming?"

Strategic:

* I'm currently busy organizing our annual client event and I'm confident it will be a busy, effective and useful gathering. All critical conditions are in place: location, catering, marketing, the program and most of the speakers. We are ready to send the invitations for the special guests. The text is approved and I have the VIP client lists, including contact details. Due to the current developments, I only wanted to check one thing: Should we still invite Pete and Evelyn as well?

* Today, we need to make a final decision about the inclusion of IT to the reorganization.

=> possible thoughts and reactions by the recipient: "Didn't we talk about this last week? / I thought we decided on that one already / Today? Today? You have no clue how busy I am today!"

Strategic:

* Project X is one of our most important projects. Last week, we discussed and decided upon a lot of topics. You'll find a summary in your mailbox. Today, I'd like to re-address one of these topics, because I feel we really need to have full understanding and agreement. The decision to in- or exclude IT in the scope will have a major effect our planning and ability to finish implementation before summer. Tomorrow, I'll have a meeting with our IT director, so to be sure, are we all 100% sure that we will / will not include IT in the project?