

Communication Audit: Difficult News Talk

Name: _____ Topic: _____ Rater: _____

A. Content & Argument Influences

1. Hold the objective/purpose until you've briefly explained the reasons for current situation	1 2 3 4
2. Respond completely to each audience question in your Communication Planning Tool.....	1 2 3 4
3. Provide compelling, but brief, support for all claims to help audience see your point of view	1 2 3 4
4. Help audience feel better about the situation and maintain/build self-esteem.....	1 2 3 4
5. Stress the future & focus bulk of your talk on giving audience assurance and/or options.....	1 2 3 4
6. Close by directly asking the audience to take the specific action you desire.....	1 2 3 4
7. Think about questions, & develop decisive, believable responses to build confidence & trust	1 2 3 4

B. Structural & Organizational Influences

8. Grab attention & open, saying you have some difficult news to share, but hold news back...	1 2 3 4
9. Choose each word carefully since people become hyper-aware when receiving bad news.....	1 2 3 4
10. Arrange your talk in historical/logical sequence, using questions in Comm. Planning Tool.	1 2 3 4
11. Prepare and deliver only 3-5 significant points to hold the audience's attention.....	1 2 3 4
12. Signal critical points w/vocabulary to cue listeners (My next point is important because)	1 2 3 4
13. Include effective transitions between sentences and segments.....	1 2 3 4

C. Vocal Influences

14. Maintain appropriate tempo & pace for the talk, signifying you've made time for this news	1 2 3 4
15. Communicate compassion & concern by varying tone & varying the pitch of your voice	1 2 3 4
16. Pause deliberately to emphasize important points (We suffered a loss of ***pause***21%)	1 2 3 4
17. Adopt a that would be appropriate when sharing (delivering) the actual bad news.....	1 2 3 4
18. Remain quiet at times, using silence to allow the reasons & argument to sink in.....	1 2 3 4

D. Non-Verbal Influences

19. Adopt suitable facial expressions and attitudes appropriate for the situation at hand.....	1 2 3 4
20. Project the image of a calm, but concerned manager to help people remain calm.....	1 2 3 4
21. Keep movement around the stage & gestures to a minimum--you'll keep their attention....	1 2 3 4
22. Maintain eye contact with the audience to maintain their trust and confidence.....	1 2 3 4
23. Lean forward as you deliver the purpose/conclusion so you don't shrink away from news.	1 2 3 4
24. Nod slightly (with understanding) when someone asks you a question.....	1 2 3 4

E. Visualization Influences

25. Illustrate primary messages w/appropriate story or metaphor to help them see situation..	1 2 3 4
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Communication Audits model specific communication dimensions designed to strengthen communication abilities.
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