

Communication Planning Tool

Type of Document, Presentation, or Interview:

Name:

Section 1--Action & Objective Analysis:

Analyze the objectives driving this communication and the desired response you want

1. What is my position & role as the communicator?
2. What is my overall measurable objective? (Why do I want the action below from my audience?)
3. What immediate action (or response) do I desire from my audience? (What do I want to happen after the audience reads my document or listens to my presentation?)

Section 2--Audience Analysis:

Analyze the typical questions the audience will ask and want to have addressed via this communication; then develop responses to the questions

1. Who is my primary audience? (Secondary audience, etc.?)
2. What is my audience's overall objective? (What do they want to achieve/ accomplish?)
3. What is my audiences interest level in this situation? low/ medium/ high?

4. How will my audience react to my request for this action? positive/ negative / neutral response?

5. What is the audience's pain (or difficulty) level? (How much pain will the desired action or response create for my audience?)

What are the typical questions the audience will ask and want to have addressed in this communication? What can I say to respond to the questions?

Audience Question #1:
My Response:

Audience Question #2:
My Response:

Audience Question #3:
My Response:

Audience Question #5:
My Response:

Audience Question #5:
My Response:

Audience Question #6:
My Response:

Audience Question #7:
My Response:

Section 3--Argument & Message Analysis:

Analyze the potential arguments, messages and themes this communication must include to get the desired action or response from your audience

1. What is the primary problem or issue?
2. What will fix the problem or resolve the issue?
3. How do I establish my credibility with this audience?
4. Should I use a direct or indirect argument approach for this communication?
5. How much information will this audience need from me? Where do I need to go into detail and where do I need to avoid giving them detail?
6. List each claim you are making in this communication. What evidence or support can I offer to this audience?

What word pictures can I incorporate in this communication that will help my audience see my point, idea, benefit, etc.

7. What is the one theme (that golden nugget, phrase, mantra, or sound bite) that I want my audience to takeaway, to remember, and to be able to repeat as a result of this communication?

Section 4--Structure Analysis:

Analyze the optimal way to structure, arrange, and package your arguments and messages to get the desired action

1. How much time will my audience devote to this communication? How long should I make this communication?
2. What is the most important point that I need to make with this audience?
3. How can I best capture the audience's attention at the opening to focus on the primary issue, or problem, or solution, or benefit, etc.?
4. What tone should I adopt for this communication? What tone/attitude would make the audience respond?
5. Knowing the importance of the closing moment, what is the thing to say to persuade my audience to take the action and give the response I want?

Section 5--Visual Analysis:

Analyze and describe the ways you can help the audience visualize major or significant points, ideas, and benefits

1. Where will one of the five basic charts best impact this audience?
2. Where can I include a photos can to showcase a point or message?
3. Where can I use a concept visuals (shapes) to illustrate a message?