

CORE

Communications Framework.



CORE COMMUNICATIONS FRAMEWORK

CLEAR

- How am I feeling? Is it accurate and true?
- How am I thinking? Is it factual? What data do I have?
- What outcome do I want?
- Is this a one way piece of communication or the start of a conversation?
- What is my intention/motivation behind this communication piece?
- Do I need to write it and then wait for 6-24 hours before sending it?

ORGANISATIONAL

- Who do I need to communicate this to first within the organisational chart?
- Who does this affect the most?
- What are the HR priorities and org chart strategy within the rollout of this communication piece?
- Who doesn't need to know this?
- Who's roles are irrelevant and unaffected by this communication piece and/or decision?

RELATIONAL

- How well do I know this person? Are we friends/acquaintances/family?
- How will this affect our professional relationship?
Does how I write/speak build culture or bring a greater awareness of the culture?
- What kind of tone do I need to use - Friendly? Empathetic? Direct? Only Professional? What hybrid of a few do I need to use?
- Am I building the person/team according to the cultural charter with my tone?
- Is this a directive or a conversation?
- Dot point or paragraph?

ENGAGEMENT

- What is the best way and platform to communicate?
- In person?
- Online video meeting?
- Email?
- Text message?
- Phone call?