

MESSAGES THAT WORK

3 Keys to Effective Communication

Whether you are drafting an email, launching an advertising campaign, or sharing your long-term strategy, cutting through the noise can be tough.

SIMPLE

1

Avoid jargon, dump the acronyms, and remove the leader-speak. Edit your message to the fewest words and the simplest terms.

BOLD

2

Deliver messages that are bold colors, not faded pastels. Make proclamations. Be definitive. Stand for something or someone.

INVITING

3

Whether you are sharing your 20-year vision or establishing a new work process, help people to see how your message affects them and the role they play in the story.