

Confident Corporate Communication Checklist

Welcome!

Here are a few things to look out for when communicating with your team and outside constituents:



ARE YOU CLEAR ON YOUR BIG IDEA?

This is the core of your message that succinctly describes your message - no matter if you're delivering a speech, holding a small team meeting, or conveying your message to thousands at a conference.



IF YOU HAVE A BIG IDEA, CAN YOU CONVEY THAT MESSAGE IN JUST 1-2 SUCCINCT SENTENCES?



DOES YOUR MESSAGE PASS THE 5TH GRADER TEST?

Studies have shown that with short attention spans and the influx of messages that professionals must sift through on a daily basis, keeping your message simple (written at a 5th grade reading level), is best for ensuring that your message will be read, received, and implemented.

If you're unsure what grade level your writing is at now, check your score at <https://readable.io/>



IS YOUR BIG IDEA SUPPORTED BY 3-5 EXAMPLES OR STORIES?



ARE YOU PRACTICING A DAILY 5-MINUTE STAND-UP MEETING IN LIEU OF LONGER, TIME-WASTING MEETINGS TO KEEP YOUR TEAM ON TRACK?

These status meetings should occur on a daily basis and last just 5 minutes each for small teams (for bigger teams, you may extend to 15-20 minutes) whereby each person stands and reports on these 3 essential questions:

- What did you do yesterday?
- What will you do today?
- What is getting in your way?



ARE YOUR DAILY STAND-UPS GETTING STUCK IN STORY?

If you find your stand-up meetings to be running longer and becoming less effective, make sure to **Focus on the work, Not the people**. If your team members are getting caught up in a lengthy discussions as to why tasks aren't getting done, those concerns should be tabled to a separate discussions with managers to help the individual problem-solve on how their manager can best move them past these hurdles.



ARE YOU PREVENTING GROUPTHINK?

Social psychologist Irving Janis coined the term 'Groupthink' as "an occurrence where by a group comes to a unanimous decision about a possible action despite the existence of fact that points to another correct course of action. In groupthink, the members of the group place emphasis on everyone agreeing and feel threatened if all do not agree on a course of action. This results on better options being overlooked, people overcoming their basic thoughts of providing alternatives, critiques or a new opinion. This results in poor decision making, unmet goals and problem solving."



HAVE YOU MADE TESTING AND CLARIFYING A HABIT IN YOUR TEAM COMMUNICATIONS?

First, summarize the main points you have discussed. Second, ask the individual listener to repeat back what they heard. That way, you have the opportunity to clarify or correct any misunderstood points. Third, document summaries and instructions in writing with deadlines assigned to tasks and distribute these immediately following any extended meetings.



ARE YOU CONVEYING THE APPROPRIATE TONE IN YOUR WRITTEN COMMUNICATIONS?

When drafting important emails, memos, and even writing speeches, after writing your draft, read it back to yourself to hear how the message sounds to the listener. Keep in mind that sarcasm is often lost or misunderstood in written communications so make it a habit to exclude sarcasm from your written communications to avoid any possible misunderstandings.

Could your team use some help with your speaking and communication skills? If so, reach out at <https://www.unleashyourpresence.com/contact/> to discuss your specific needs and see how we can help.

UNLEASH YOUR
PRESENCE

© 2018 UNLEASH YOUR PRESENCE

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law.