

4 steps to crafting your message

What order should I present my ideas?

This is where many people falter. They know what they need to say and it's clear in their mind, but it comes out in a disorderly way, confusing the other person.

- 1. Call-to-Action** - This is where you explain what you need the other person to do. "Please send the updated budget for the property on Market Street today."
- 2. Context** - This is where you provide any necessary background, so your key point is fully understood.
For example, "I spoke with Mike from Smith Development today. He's frustrated because no one told him about the budget changes."
- 3. Key Point** - Clearly state the intent of your message. "We need to keep him informed."
- 4. Conclusion** - Explain any follow-up or actions on your part. "I'll schedule a meeting to discuss communication procedures."