



# Recipe for Effective Communication



## 1. IDENTIFY THE PALATE– It is the speaker’s responsibility to customize the message to the audience.

*Who is your audience? Employees? Students? Teachers? Parents?*

### 2. DETERMINE FLAVOR *Conversation Type*



#### Sweet

Pleasant conversations, happy people



#### Salty

Difficult conversations, bad attitudes



#### Sour

Difficult conversations, Negative and unenthusiastic



#### Bitter

Challenging conversations, Argumentative and aggressive



#### Savory

Agreeable conversations, Compliant and courteous, “just okay”

### 3. CHOOSE INGREDIENTS *Factors of Communication*



Clarity

The focus of the message is clear and easy to understand. The main point is delivered in simple words.



Brevity

The message is short in duration and concise. Remember the acronym KISS “Keep It Short and Simple”.



Context

The setting, background, and relation to the topic. To gain influence, use the “Power of Because”.



Impact

The message is powerful and leaves a lasting impression on your listener.



Value

The importance of the message to the receiver.

### 4. USE THE RIGHT TOOLS *Message Delivery*



#### Chop It Up

Break it down to a short and concise message that is easy to understand



#### Whip It Real Good

Come up with a plan on the spot



#### Don’t Mince Your Words

Be clear and direct, even if some people don’t agree with it



#### Flip It

If not understood the first time, rephrase the message using different words



#### Let It Marinate

Ask receiver to think about the message and follow up at a later time



#### Blend It Up

Get feedback and brainstorm with other employees

**BE PROACTIVE AND PLAN YOUR COMMUNICATION STRATEGY**