



Focusing Communication – know, do, feel



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Introduction

This is a simple tool for helping us focus the intent of our communication. We should always consider what we would like the recipient to know, do or feel differently after they receive the communication. If we can't answer these questions, we probably shouldn't send it.

With modern communications tools like email it is too easy to respond to an email or send a quick message without really thinking through the intent of the communication.

To help us to focus our communication there are three useful questions we should ask before sending any message.

What do we want the recipient of the communication to **know, do or feel** differently as a result of receiving it?

- > **Know** – would normally involve giving information or new perspectives that they would find valuable.
- > **Do** – normally means asking for an action.
- > **Feel** – means thinking about the emotional impact you want to have on the recipient. If the answer to this question is 'I want them to feel bad' then this might be an indication to leave the message as a draft until later and think about the consequences of this.

By focusing our communication and being clear about what we want to achieve with it we massively improve the quality of our messages and are more likely to achieve the goals we set for them.

This simple tool that can help you focus your communication and resist the temptation to send out messages that can be counterproductive.



The Tool

Focusing your communication

What do you want your audience to know, do or feel as a result of the communication?



Know	
Do	
Feel	

Questions

Who really needs to receive this communication?

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How can I get their attention?

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“In an information economy the scarcest resource is attention.”