

THE BASICS OF BUSINESS COMMUNICATION

WHO ARE YOU?

WHAT PRODUCT/SERVICE DO YOU OFFER?

Does it make sense?
What problem(s) does it solve?
What makes it different?



WHO IS YOUR AUDIENCE?

WHAT IS THEIR COMMUNICATION STYLE?

Do you know your audience?
Do you understand their style?
Do you edit to their style?



WHO IS AFFECTED?

WHO ARE YOUR KEY PERSONS?

Internal/Partners/Customers?
What communication stage are you in?
Who needs to know per stage?



WHAT IS YOUR PURPOSE?

WHAT DO YOU WANT TO ACHIEVE?

What should the audience know?
What should they feel?
What should they do?



DID YOU DELIVER?