

Pre-Race Warm-Up

Think about the last communication you sent or created—or something you already know you will need to communicate about this fall.

It may have been an email, newsletter, social media post, flyer, webpage update or event promotion.

What was the communication? Who was your primary audience?

What were you trying to accomplish?

What did you want the audience to know, understand, feel or do?

How did you know, or what told you, that it worked?

Apply it to Your Work

Choose one real fall priority, program, service, event, process or initiative that your department will need to communicate about.

What do you need to communicate about? What are you trying to accomplish?

Who is the audience?

	Primary	Secondary	Other
Who are they?			
What should they know, understand, feel, or do?			

Look One Layer Deeper

What does the primary audience already know?	
What might they assume?	
What could confuse, concern or motivate them?	
What context do they need, if any?	

What is the most important takeaway for each of your audiences?

Identify Useful Evidence

Identify one to three realistic signs that help you determine if:

- You reached the intended audience
- The audience responded in the way you hoped
- You need to make adjustments to the next communication

Signal 1:	
Signal 2:	
Signal 3:	