Communication Brief

How to Give Feedback

- Offer feedback as close as possible to the time the behavior occurs.
- Be specific about what you have observed or experienced.
- Focus on the behavior not the person – in a nonjudgmental tone.
- Provide a little information at a time – don't overwhelm.
- Give praise when praise is due. (Guideline: praise effort...reward results.)

Focus Group Do's and Don'ts

Do...

- **Skip introductions** ("Tell us about yourself....")
- Cover each planned topic in a **logical**, **orderly** fashion.
- Ask only open-ended questions to spur dialogue.
- Use **participants' language** and terminology.
- Encourage participation from everyone present.

Don't...

- Let anyone monopolize the discussion.
- Ask leading questions.
- Pose questions with obvious answers.
- Ask why (it can lead to made up answers and defensiveness).
- Try to generate statistical results by polling participants.

Tips on employee research and communication

When crafting key messages, your goal is threefold: Reinforce your target audience's positive beliefs, counter their negative beliefs and enhance their understanding of the issues. To do so, follow these principles of persuasion.

Craft Effective Key Messages

TO DO THIS...

YOU NEED TO ...

Reinforce positive beliefs

- Connect your position to what people already believe to be true.
- Emphasize the benefits of what you are advocating, not the features.
- Offer fresh evidence to support your position e.g., news, analysis, statistics, expert opinions.

Counter negative be<u>liefs</u>

- Acknowledge counterarguments and address them in your message.
- Strip all hyperbole and marketing-speak from your message such language just raises skepticism.
- Include testimonials from credible stakeholders.

Enhance understanding

- Sum up your key point in a single sentence.
- Tell people what action you want them to take (salespeople call this "asking for the sale").

 Give comparative examples – e.g., show how what you are advocating has worked elsewhere.

Create Compelling Communications

Once you've determined your key messages, you're ready to create communications. When you do, be sure to be:

Direct – Send an unambiguous message with clear requested actions and next steps.

Specific – Provide precise, factual information; don't speak in generalities.

Relevant – Respond to your audience's primary needs and interests.

Visual – Summarize content in charts and graphics whenever possible.



Bridging Research and Communication