

# Communication Brief

## How to Give Feedback

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

## Focus Group Dos 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.

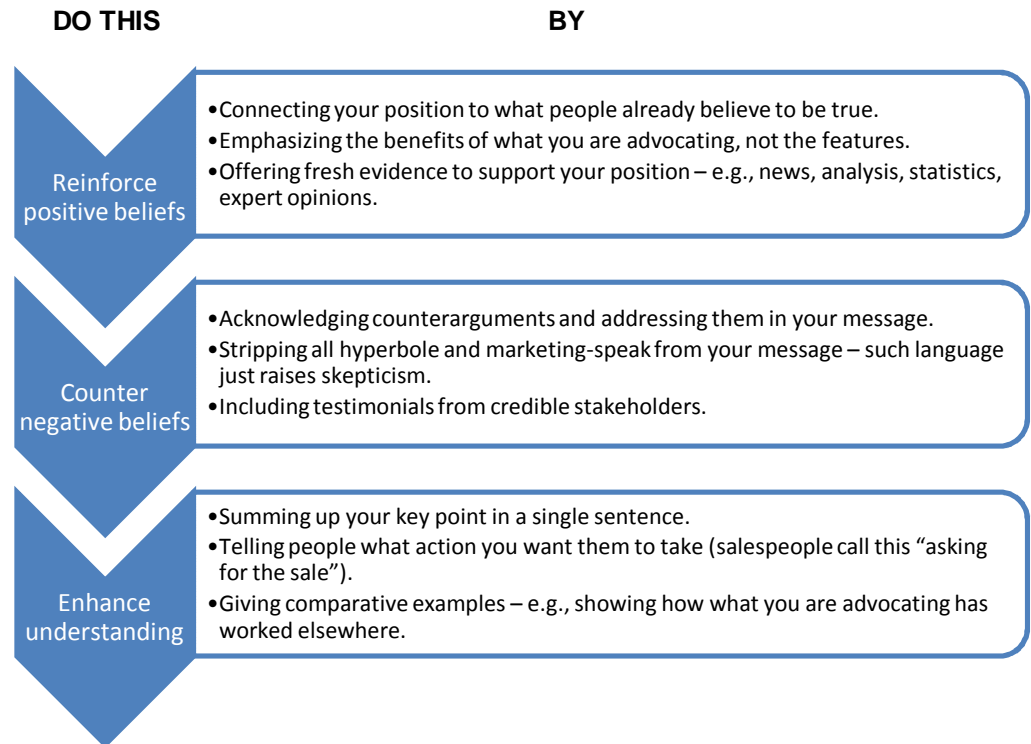
### Don't...

- 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.

## Employee communication tips and ideas

When crafting key messages, your goal is threefold: reinforce positive beliefs held by your target audience, counter negative beliefs and enhance people's understanding of the issues. To do this, follow some basic principles of persuasion.

## Crafting Key Messages



## Creating employee communications

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

**Direct** – Send an unambiguous message with clearly defined action items.

**Specific** – Don't speak in generalities. Instead, provide precise, factual information.

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

**Visual** – Summarize content in charts and graphics.

