

# Before You Write or Present: AIM for Impact

Follow this simple but powerful formula to **PLAN** your next communication – before you draft the first sentence of your email, report or presentation. If you **AIM for Impact** before you write or speak, you'll be ready to communicate with intention and change the way your audience **THINKS** or **BEHAVES**.

| Audience                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Intentions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Message                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
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| <p><b>Analyze your audience to connect with your audience so you can change your audience in some way.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p><b>Identify your intentions.</b><br/>What <b>outcomes</b> would you like to see?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p><b>Commit to a solitary message.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <ol style="list-style-type: none"> <li>How would you <b>describe</b> your audience? <ul style="list-style-type: none"> <li>Characteristics?</li> <li>Demographics?</li> <li>Shared experiences?</li> <li>Work life/personal life?</li> <li>Goals? Wants? Needs?</li> <li>Values? Beliefs?</li> <li>Fears? Concerns?</li> <li>Challenges? Problems?</li> <li>What do they care about?</li> </ul> </li> <li>What does your audience already <b>know</b> about this topic?</li> <li>How does your audience already <b>feel</b> about this topic?</li> <li>For <b>written communications</b>: Who else might see or forward this?</li> <li>For <b>presentations</b>: What do you have in common with your audience? Shared experiences, beliefs, values, networks?</li> </ol> | <ol style="list-style-type: none"> <li>How do you want to change the <b>thinking</b> of the audience? <ul style="list-style-type: none"> <li>What do they think <b>now</b>?</li> <li>What do you want them to think at the <b>end</b> of your written communication or presentation?</li> </ul> </li> <li>How do you want to change the <b>behavior</b> of the audience? <ul style="list-style-type: none"> <li>What are they doing <b>now</b>?</li> <li>What do you want them to do differently <b>tomorrow</b> or sometime in the <b>future</b>?</li> </ul> </li> <li>Can you change both <b>thinking</b> and <b>behavior</b>?</li> <li>Also consider: How do you want the audience to <b>feel</b> after they read or hear your words? <ul style="list-style-type: none"> <li>Reassured?</li> <li>Energized?</li> <li>Respected?</li> <li>Accountable?</li> <li>Included?</li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li>What does your solitary message <b>need to be</b> based on your audience and your intentions? <p>Decide on your solitary message <b>before</b> you draft the first sentence of your email, report or presentation.</p> </li> <li>Does your solitary message <b>get attention</b> and capture the <b>point</b> of your written or spoken communication? <p>Is your point <b>clear</b>?</p> </li> <li>Do you have the right content to <b>support</b> your solitary message?</li> <li>For <b>written communications</b>: Could your solitary message be your email subject line or first line?</li> <li>For <b>presentations</b>: Is your solitary message easy to <b>remember</b> and <b>repeat</b>?</li> </ol> |

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| Audience                                                                                                | Intentions                                                                | Message                              |
|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|--------------------------------------|
| <p>Analyze your audience to connect with your audience so you can change your audience in some way.</p> | <p>Identify your intentions.<br/>What outcomes would you like to see?</p> | <p>Commit to a solitary message.</p> |
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