

Effective Communication

- ◆ **Know the facts**
- ◆ **Determine approach**
- ◆ **Outline**
- ◆ **Prepare the draft**
- ◆ **Review and edit**
- ◆ **Prepare the final**

DEDUCTIVE COMMUNICATION

◆ *Used for Routine and Good News*

Approach

- ◆ **Big Idea**
- ◆ **Supporting Facts**
- ◆ **Restate Big Idea**

DEDUCTIVE OUTLINE

Open:

Big Idea

Middle:

Supporting Facts

Close:

Restate Big Idea

INDUCTIVE COMMUNICATION

◆ *Used for Bad News or Persuasive Communication*

Approach

- ◆ **Neutral Open**
- ◆ **Supporting Facts**
- ◆ **State Bad News or Persuasive Request**
- ◆ **Shift Away to Positive Future**

INDUCTIVE OUTLINE

Open:

Neutral Statement

Middle:

- ◆ **Supporting Facts**
- ◆ **Bad News or Persuasive Request**

Close:

Shift away to Positive Future

