

[BRIEF D.R.A.F.T. CARD][®]

A method to ensure clear and concise communication

the[brief]lab[®]
A Sheffield Company ◀

DESIRED OUTCOME

what I want to achieve

D

RELATIONSHIP

role with respect to my audience

R

CURRENT

DESIRED

AUDIENCE

how I would like to change what the audience is thinking, feeling + doing

A

CURRENT

DESIRED

THINK

FEEL

DO

THINK

FEEL

DO - Minimum Definition of Success

Define My Audience:

FORMAT

setting or method of communication
[e-mail, meeting, call, etc.]

F

tone

the appropriate attitude toward
the audience and subject

T

PROJECT	DATE	REVISION
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