

[BRIEF D.R.A.F.T. CARD][®]

A method to ensure clear and concise communication

DESIRED OUTCOME

what I want to achieve



RELATIONSHIP

role with respect to my audience



CURRENT

DESIRED

AUDIENCE

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



CURRENT

DESIRED

Define My Audience:

THINK

THINK

FEEL

FEEL

DO

DO - *Minimum Definition of Success*

FORMAT

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



tone

the appropriate attitude toward
the audience and subject



PROJECT	DATE	REVISION
AUTHOR	Copyright © 2024 The Sheffield Company, LLC. All rights reserved.	