

[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
<input type="text"/>	<input type="text"/>

AUDIENCE

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



Define My Audience:

CURRENT	DESIRED
<input type="text"/>	<input type="text"/>
THINK	THINK
<input type="text"/>	<input type="text"/>
FEEL	FEEL
<input type="text"/>	<input type="text"/>
DO	DO - <i>Minimum Definition of Success</i>
<input type="text"/>	<input type="text"/>

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.	