

Whole Brain® Communication Tool: Use this resource to plan all important communication - internal, external, live, or asynchronous. At a minimum, for every communication, make sure to incorporate the What, Why, Who and How:

A

WHAT

Tell them

- Your objective
- What you want to achieve
- Key data points they need to know
- Research that backs up what you're saying
- Underlying assumptions
- The logic behind your thinking
- Any technical info or implications

Show them by

- Using facts
- Showing evidence of clear analysis
- Keeping to the point (e.g. bullets)
- Showing the logic of the ideas
- Providing credible references
- Including quantitative numbers

Tell them

- Why you are talking to them
- Why this is important to them
- What other significant issues are involved
- The main points
- Where this fits in the big picture
- How it will impact the future
- What is creative, new, interesting about it

Show them by

- Using color
- Using conceptual, big-picture visuals
- Using metaphors
- Engaging in a fast and dynamic manner
- Having elements of surprise and discovery
- Allowing for questions or new ideas

D

WHY

HOW

Tell them

- How much time is needed
- When and where events will occur
- What resources are needed
- How many people are involved
- What constraints you are under
- What approach you'll use
- What safety measures are in place

Show them by

- Explaining how your approach is organized
- Providing details
- Using steps and a sequential order
- Showing reliable references
- Using a neat, clear & structured format
- Providing a plan for action/next steps

Tell them

- Who the audience is
- What you know about them
- Who has used this
- How others feel about it
- How it is user-friendly
- How it benefits others
- Why they will find this helpful to them

Show them by

- Making sure everyone knows each other
- Letting them sense, feel and experience it
- Telling real customer stories
- Being enthusiastic
- Acknowledging emotions
- Interacting with them authentically

WHO

C

B