

# The CLEAR communication strategy

...for communicating ideas in a presentation or written report.

Clarify goals, expectations, & audience needs

List questions & organize responses

Elaborate answers

Anchor key ideas with graphics or pictures

Review key ideas

## Clarify goals, expectations, & audience needs

- \* Identify what your own goals are for the report, and what you want to happen as a result of giving the report.
- \* Identify the expectations of those who will receive the report.
  - *What do they want to happen as a result of the report?*
  - *How brief or extensive do they want the report to be?*
  - *What does the audience expect to learn from the report?*
  - *What format /style does the audience expect?*
- \* Identify audience needs
  - *How familiar will the audience be with the topic? novice? expert?*
  - *Will the audience need handouts?*

## List questions & organize responses

- \* List specific questions your report is designed to answer.
- \* Order the questions in a manner that makes the most sense
- \* Organize responses to each question by outlining or creating a graphic

## Elaborate answers

- \* Introduce the big ideas, the problems, or questions your report is designed to address.
- \* List questions as headings.
- \* Using your organizers, answer each of the questions.
- \* If appropriate, convert questions to heading titles

## Anchor key ideas with graphics or pictures

- \* Decide which key ideas should be enhanced with a graphic or picture.
- \* Decide if any of your organizers could be included as graphics and refine as needed.
- \* Refer to and explain the graphics in the report.

## Review key ideas

- \* Provide closure to the report by summarizing key ideas and reviewing your position.





