

Smart "Shortcuts" to Creating Communication

Just begin!

"Shortcut" the length of time you spend getting started. Procrastination prevents your best work. Getting started early and breaking up projects into practical and doable chunks gets the job done. Better.

Collect & Save

"Shortcut" the time and effort required to assess an audience and research topics by continually collecting information about your main audiences and staying current on topics you communicate about most often. Save resources suitable for programming using a system that allows you to quickly locate your good ideas.

Don't always say "yes"

A third "shortcut" is to only take on as many projects as you can reasonably accomplish and say "no" to invitations that cannot be completed adequately. If you are able to meet a request by using something that is already created, by you or someone else, that is a practical shortcut that can achieve positive results.

Abbreviate, don't eliminate your assessment

When time and resources are limited, don't avoid assessing your audience! A few "shortcuts" are better than no assessment: 1) Gain as much info as possible from your primary contacts, 2) Survey a small, "convenience" sample, and 3) Open up your communication using an approach that assesses your audience - and adapt accordingly!

Gather Feedback

Don't "shortcut" or shy away from feedback. Throughout the entire communication process ask for it. Near completion, practice or pilot test and solicit comments and suggestions. When complete, self-evaluate, and, provide your audience with an opportunity to easily and honestly give you feedback. Implement to improve.