Audience

Who is the audience and what are their needs?

- It could be: the organization as a whole, new hires, managers, senior leaders, ERG leadership, etc.

- What are the possible demographics of this audience?

- Have you addressed their needs in your communication?

Format

What is the best format for this communication?

- The format you select will be influenced by the tone and desired outcome of the communication, as well as considerations like the information you're conveying and how discoverable it needs to be. For example, your communication may take the form of email, Slack, presentation at a company-wide meeting, company policy or program, page on an internal wiki, or event invitation.

Tone

What should the tone of this communication be?

- The level of formality in the tone should be appropriate to the company culture, the nature of the message, and the communication's format.

Outcomes

What is the outcome I want from this communication?

- Before sending a communication it's important to understand the purpose of the message and any outcome you need. For example, is your communication for informational purposes only? Or, do you need the audience to act on or comply with your communication?

Assumptions

What assumptions might I be making ...

- Regarding the audience's demographics (e.g., gender, caregiver status, marital status, disability status, age, race, military status, religion)?

- Regarding accessibility?

- Regarding safety?

- Regarding readability/understandability?

- Regarding affordability?