

Communication Brief

Tips on employee research and communication

How to Give Feedback

- Offer feedback **as close as possible** to the time the behavior occurs.
- Be **specific** about what you have observed or experienced.
- Focus on the **behavior** – not the person – in a nonjudgmental tone.
- Provide **a little information** at a time – don't overwhelm.
- **Give praise** when praise is due. (Guideline: praise effort...reward results.)

Focus Group Do's and Don'ts

Do...

- **Skip introductions** ("Tell us about yourself....")
- Cover each planned topic in a **logical, orderly** fashion.
- Ask only **open-ended questions** to spur dialogue.
- Use **participants' language** and terminology.
- Encourage **participation** from everyone present.

Don't...

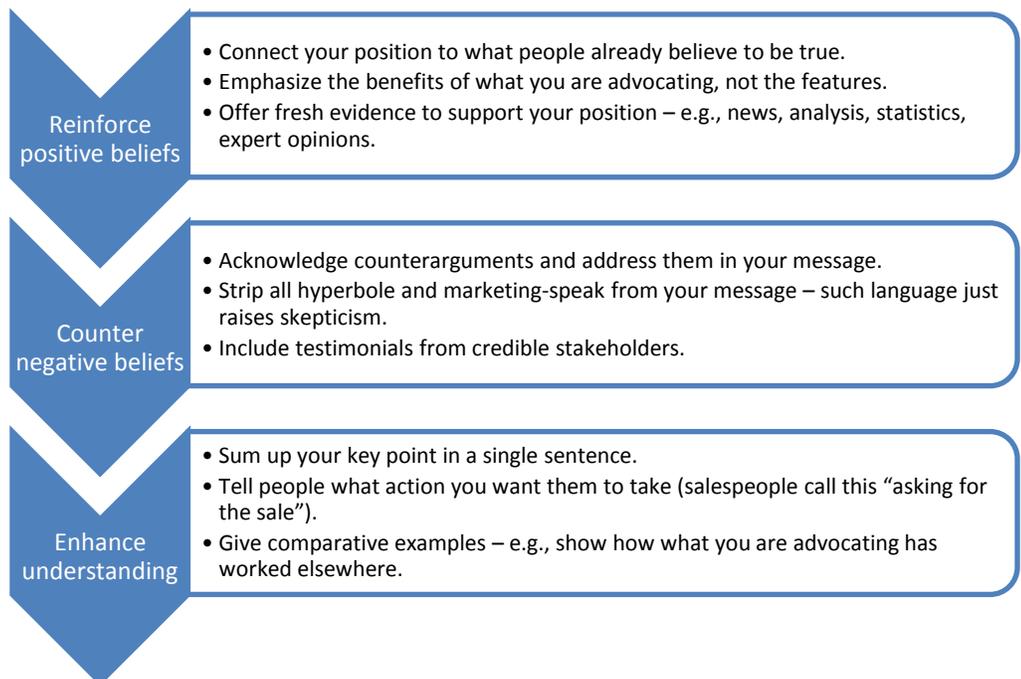
- Let anyone **monopolize** the discussion.
- Ask **leading questions**.
- Pose questions with **obvious answers**.
- **Ask why** (it can lead to made up answers and defensiveness).
- Try to generate **statistical results** by polling participants.

When crafting key messages, your goal is threefold: Reinforce your target audience's positive beliefs, counter their negative beliefs and enhance their understanding of the issues. To do so, follow these principles of persuasion.

Craft Effective Key Messages

TO DO THIS...

YOU NEED TO...



Create Compelling Communications

Once you've determined your key messages, you're ready to create communications. When you do, be sure to be:

Direct – Send an unambiguous message with clear requested actions and next steps.

Specific – Provide precise, factual information; don't speak in generalities.

Relevant – Respond to your audience's primary needs and interests.

Visual – Summarize content in charts and graphics whenever possible.



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Bridging Research and Communication