



Your energy introduces you before you even speak

Framing Questions

Framing your communication ideas is vital for clear and successful transmission. We need to be relentlessly in asking these questions to hone our message for our audience.

Use these framing questions below to create the constraints and reasoning behind the ideas shared and/or your point of view. They can also guide the prioritisation of any content and structure.

Work through these questions to develop a better understanding of your audience use before any speech, pitch, workshop, presentations, negotiation, etc.

Example... Your delivering a workshop to a team of sales people

What do they know?

- *Being sales people they know how important the words and message to a potential customer are to execute sales.*
- *They know the features and benefits of their product*

What don't they know?

- *Don't know the importance of non-verbal language, (posture, gesture, clothing, etc) to create safety in potential customer. Customer who feel safe, listen = increase likelihood for sales 32%.*
- *They don't know the return rates and customer issues with their product/service*

What are their objectives?

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How are they different from my objects?

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What is my message?

What do I want to happen?

What is the key take away?

Call to action?

Why would they care?

Why would they resist?

PRO TIP:

The more information you can add to these questions the better for your output and comfort when presenting, etc

