



NalesEd™

# FIRST™ Communications – Written Four Step Template – 2 Examples

## Example 1:

### THE “ASK”- RECOMMENDATION/POV/OBJECTIVE/GOAL/REQUEST

Our company should train our employees to excel at professional communications.

#### BACKGROUND

We’ve been asked to explore ways of hiring and retaining great talent as we grow our business. We work in a very competitive market with a diverse, geographically spread-out workforce.

#### SUPPORT or Why

POOR COMMUNICATIONS:

1. **Costs money:** We lose ~\$12K/employee/year due to bad communications (Harris, 2021).
2. **Wastes Time:** Business leaders estimate their teams lose an average of 7.47 hours per week to poor communication--almost one full workday (Harris, 2021).
3. **Denigrates confidence** for the employee and from the manager (INC, 2019)

#### NEXT STEPS

1. Review available training options, and create a list of 5 recommendations by 7/31
2. Interview and cull to top 3 by 8/30.
3. Present to Management for a decision by 9/1



## Example 2

### THE “ASK”- RECOMMENDATION/POV/OBJECTIVE/GOAL/REQUEST

Create compelling, succinct (short) and well-supported Professional Communications every time

#### BACKGROUND

Professional Communications starts with good thinking. The hardest part to writing is the work done before the writing--the distilling of all the information into a short, cohesive message that appeals to your target audience. The best recommendation/POV has four parts: your **recommendation**, a short **background** for reference, **support** of your recommendation, and timely **next steps**.

#### SUPPORT or Why

1. **Keep it short.** People read less; PEW 2019 Research shows only 1-5 adults have read a book. Make it easy to read with call outs where you want the reader to read. Attach support and other pieces of information in appendices.
2. **Support your recommendation.** Only 3 points, supported by objective (3<sup>rd</sup> party) data. Always something more than "Because I think so." 3 is the right number, ask Goldilocks.
3. **Provide next steps that are timely and measurable.** Especially if you want action. Next steps provide a road map of what to do next. No thinking, no guessing, just results.

#### NEXT STEPS

1. Review a past communication and identify how it can be improved by 7/31
2. Start with your next email on 8/1.
3. Prep for your next call using the 4 elements- Recommendation, Background, Reasons Why, Next Steps by 8/3