

The **Communicating with *IMPACT*®** process is designed to help you make a greater impact across all types of communication: written, interpersonal, and group settings.

**The *IMPACT* Framework:**



- 1 I: Intentional Communication**
- 2 M: Message Management**
- 3 P: Personalized Content**
- 4 A: Activated Engagement**
- 5 C: Clarified Meaning**
- 6 T: Transformed Results**

**Written Communication** (Emails, Reports, Blogs, Articles, Social Media):

- **Identify Your Intention:** Clearly define the purpose of your message.
- **Analyze Your Audience:** Consider the audience's needs, interests, and level of understanding.
- **Craft Your Message:** Develop a concise, engaging, and impactful message tailored to the audience.

**Interpersonal Communication** (Work Conversations, Personal Chats, Sales Calls, Coaching Sessions):

- **Clarify Your Intentions:** Be clear about what you want to achieve in the conversation.
- **Structure Your Conversation:** Use the *IMPACT* principles to guide your discussion points and flow.
- **Practice Active Listening:** Engage fully and understand the other person's perspective before responding.

**Group Communication** (Board Meetings, Staff Meetings, Virtual Meetings, Presentations, Training Sessions, Committee Updates, Media Interviews):

- **Define the Intention/Purpose:** Establish what you want to accomplish in the group setting.
- **Plan Your Structure:** Develop an agenda with key points and outcomes to ensure clarity and focus.
- **Apply *IMPACT* Principles:** Engage participants actively, encourage contributions, and clarify key messages during the interaction.

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