

Purpose versus Effect

What is the purpose of this communication?

The communication is any interaction between at least two people that sets the scene for someone/group to do something. It may be a conversation, a meeting, a site visit, a memo, a phone call, an email etc. In your head describe the purpose of the communication in pinpointed language. What is it *specifically* that you want people to do as a result of this communication?

As an activator, does the communication pinpoint the behaviours that you want to continue or the desired behaviours you want to replace any low/undesired performance? When the communication is finished (i.e., at the end of a meeting) do people know exactly what they need to do?

Is the communication a consequence (feedback) for behaviour that has already occurred? Does it pinpoint the behaviours that you want to encourage and discourage? Does it focus mainly on the desired behaviours? Does the guidance feedback describe the undesired performance and then describe the alternate desired performance?

What is the actual specific effect (outcome) of this communication?

The purpose and the actual effect should be aligned. That is, they should be the same. What you want people to do and what they will *begin* to do should be the same. If you ask yourself the questions above as you design/plan your communication you will be looking for the specific effect and will be more likely to get alignment.

Purpose vs Effect	
Question	Answer
What is the purpose of this communication?	
What is the actual effect (specific outcome) of this communication?	
	<i>Both answers above should be the same</i>