

# 8 Core Communication Principles Checklist

## **Principle 1: CLARITY -BEGIN WITH THE END IN MIND.**

- Clarify the big take-away(s).
- Create a concept map.
- Capitalize on the primacy-recency principle.

## **Principle 2: ATTENTION -PIQUE INTEREST.**

- Adapt your material to the dynamics of attention.
- Add the appropriate attention grabber(s).
- Apply the concept of priming.

## **Principle 3: AFFINITY- CREATE CONNECTION.**

- Know your material.
- Know your audience.
- Help the audience know (and like) you.

## **Principle 4: CAPACITY - FREE UP WORKING MEMORY.**

- Maximize all the components of working memory.
- Minimize cognitive load.
- Marry new knowledge to prior knowledge.

## **Principle 5: DURABILITY - STIMULATE LONG TERM MEMORY.**

- Concentrate on enhancing recall.
- Choose sticky memory techniques.
- Create 'aha' moments.

## **Principle 6: EMOTION - ENGAGE THE HEART.**

- Leverage emotional learning.
- Limit the impact of cognitive dissonance.
- Lead with well-placed stories.

## **Principle 7: MINDSET -CULTIVATE CONFIDENCE.**

- Avoid the big neuromyths.
- Act with a contagious spirit.
- Accelerate learner motivation.

## **Principle 8: TRANSFER - STIMULATE LIFE APPLICATION.**

- Clarify the "Now What?"
- Create clear cues.
- Count on the work of the Holy Spirit.