

My Personal Communication Profile

When I produce a brochure, a substantial (5+ pages) report, or some other major communications piece:

1. I consult widely with colleagues and people who will use the material (invite them to a meeting; discuss audience and objectives; seek input on an outline).
seldom ____ usually ____ often ____ always ____

2. I consider and define, in writing, the audience, objectives and content of this communications piece.
seldom ____ usually ____ often ____ always ____

3. As I write, I often evaluate the material in terms of the ‘action objective’ – what I want the audience to do.
seldom ____ usually ____ often ____ always ____

4. I write and circulate an outline before beginning the writing process.
seldom ____ usually ____ often ____ always ____

5. If the project is large and/or complex, I invite comments and seek approval at several stages of the process.
seldom ____ usually ____ often ____ always ____

6. When I finish a first draft of the written work, I go back to it, top to bottom, to improve and clarify the language, spelling and grammar. (In fact, in this regard, I would define myself as a perfectionist.)
seldom ____ usually ____ often ____ always ____

7. I am not likely, due to time pressures or frustration with the writing process, to distribute or print this material when it is less than perfect, saying “That’s good enough.”
seldom ____ usually ____ often ____ always ____

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8. Because my grammar, punctuation and spelling (not to mention analytical skills) are less than perfect, I submit a draft of my written material to a colleague who I know to have excellent writing skills – and I accept his or her edits with good grace. (I bite my tongue and park my ego.)

seldom ____ usually ____ often ____ always ____

9. I think carefully, with regard to the needs and patience of the audience, about the most appropriate length for this written communication.

seldom ____ usually ____ often ____ always ____

10. If I conclude that my outline or first draft contains too much information, I will cut it back, even drastically, with a view to the needs of the audience.

seldom ____ usually ____ often ____ always ____

11. I identify and communicate the feelings I must impart, as well as the facts and information.

seldom ____ usually ____ often ____ always ____

12. My style of writing is informal, friendly and relaxed, and thus engages my audience – maybe even makes them smile.

seldom ____ usually ____ often ____ always ____

13. I am sensitive to the limited English language skills of some people in my audience, and therefore use simple (but never condescending) language.

seldom ____ usually ____ always ____

My score:

seldom ____ usually ____ often ____ always ____