

MAKE YOURSELF CLEAR

with

IMMEDIACY

THESIS: A transaction or experience should occur at the moment when it is most meaningful and helpful. This does not always mean instantly. It means that both the actor and the audience feel that they have delivered and received the message at the best time for their purposes (not always the same time).



Is this happening at the right time — the best time — for it to make an appropriate impact?

1

Adjust for Others

2

Train Systems to Be Immediate

3

Communicate in Immediate Environments

4

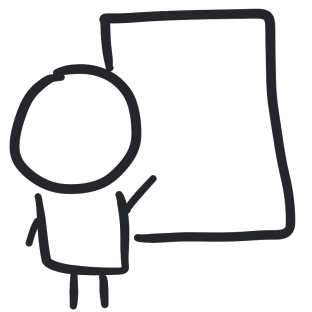
Use Feedback to Extend Your Platform

5

Interrupt Interruptions

TEACHERS

Good teachers always consider the point of need for when their instruction will be most impactful.



SELLERS

How do you also signal that your message is coming from a real person and isn't generic? Here's an easy one: Try using the possessive adjective "our" to describe any shared interactions (e.g., "following up on our conversation," "looking forward to our meeting").

TRAINERS

When sending a meeting invitation for a training, make sure the instructions for arriving at, or connecting to, the training are located in the meeting invitation itself and are easy to locate within the message.

SERVICE PROS

Use pictures and videos to document what you are seeing and what you will be doing. You are the expert — otherwise the customers would not have needed you there. Teaching them will not give away your secret formula

LEADERS

The next time you are facing an "either/or" decision list the gains and limitations of both sides of the argument, while simultaneously creating space for strong position holders to empathize with and understand the others.

