CHAPTER 14

Action & Follow-Through Planner

Turn communication and connection into a specific ethical next step. Match the request to the audience's authority and readiness.

Communicate: Central message and how I will deliver it

Connect: Audience concern and how I will listen and respond

Convert: The realistic decision or action I will request

Make the Request Clear

What am I asking people to decide or do?

Who would be responsible?

When would the work begin or be completed?

What would count as completing it?

When will progress be reviewed?

Check: Do people see the value, trust the information, understand the request, and have a realistic way to act?

ACTION & FOLLOW-THROUGH PLANNER CONTINUED

Plan the First Step

What is the first step, and who will take it?

What approvals, information, equipment, or support are needed?

What could prevent the first step, and how can I help address it?

What form, link, instructions, or other help will people need to get started?

What decision, responsibilities, dates, and unresolved questions will I ask people to confirm?

When we will review progress and how we will know it is done

Prepare for the answer

Yes: Confirm who will take the first step and by when.

No: Listen to the reason and respect the decision.

Not yet: Clarify what is missing and the next decision point.

More information: Confirm what is needed, who will obtain it, and when.

State the request. Pause. Listen. Invite correction to the commitment summary.